January 2010

Due to ability to search articles online, index is no longer being prepared.

IDG World Update

28 DECEMBER 2009
VOLUME 39, NUMBER 43

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Kit Gould named IDG's Entrepreneur of the Year

Kit Gould, managing director of IDG U.K., has won this year's Entrepreneur of the Year award in recognition of his great talents as an entrepreneur. In a year when many U.K. competitors fell away, Gould introduced new products and services at IDG U.K. and gained ground while others in the U.K. were closing and reducing their portfolios and offerings, noted IDG Chairman **Pat McGovern**.

Under Gould's leadership the IDG U.K. database grew from 60,000 to 110,000, resulting in a 60% increase in database revenues. Recognizing the potential of social media, Gould was quick to develop this opportunity with agencies and sold over $300,000 in new programs, including IBM and BlackBerry as clients. With IDG TechNetwork, Gould built one of the first international networks, generating US$350,000 in new IDG revenues, with 29 U.K. sites representing 10 million monthly U.K. ad impressions and a further 8 million monthly international ad impressions.

Gould

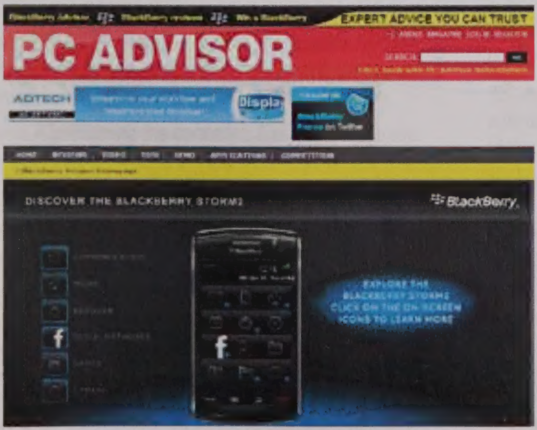
"Kit was constructive and positive throughout the year as IDG U.K. continued to develop robust and relevant products and increase the engagement of the U.K. audiences — the early signs for FY10 are positive as revenues are up — up on plan, and up on prior year! " McGovern said.

For a list of IDG business units that won Chairman's Achievement Awards for 2009, see the Dec. 14 issue of IDG World Update. WU

Technical collaboration yields BlackBerry resource centers in Germany, U.K.

Employees from IDG U.K.'s PC Advisor and IDG Germany's PC-Welt recently collaborated to produce online BlackBerry Advisor sections in their respective markets that have achieved multiple goals. The resource centers provided a wealth of information to

continued on page 4


PC ADVISOR
EXPERT ADVICE YOU CAN TRUST
DISCOVER THE BLACKBERRY STORM2
BlackBerry
EXPLORE THE BLACKBERRY STORM2
CLICK ON THE ON-SCREEN ICONS TO LEARN MORE

Clicking on six of the virtual BlackBerry keys leads to pop-up screens with brief facts and links to more detail on the RIM product pages.

Webwereld becomes first B2B brand to offer mobile app in Netherlands

With last month's launch of an app for the iPhone and Android phones, Webwereld, published by IDG Netherlands, has become the first IT B2B brand in the country to get into the mobile app space. The app, downloadable at no cost from iTunes, gives users access to the 20 latest articles in 16 categories from the company's largest B2B title, Webwereld. To date, there have been more than 3,000 downloads of the iPhone app, which is higher than expected. (The company does not yet have statistics for the Android version of the app.)

IDG Netherlands Web Designer ***Jop van Gerven*** *designed the two new apps.*

The two identical apps display a headline, a subhead and an image for each story. Both rely on an RSS feed to retrieve the content from webwereld.nl.

continued on page 5

Inside this issue

CIO Pakistan honored for role in promoting industry page 2

IDG conference explores investment opportunities in Southeast Asia page 2

One on one: IDG Sweden Mobile Chief Pontus Jeppsson page 3

IDC Greece holds third conference in Cyprus page 5

Unsung hero: IDC Latin America's Doris Hernandez page 8

CIO Pakistan honored for role in promoting industry

P@SHA ICT Awards
The Magic of Technological Innovation in P

***Salaina Haroon**, country marketing director, CIO Pakistan (second from left) and **Rabia Garib**, editor-in-chief, CIO Pakistan (right) accept the award for Best IT Industry Promotion from P@SHA executives.*

Launched in August 2008, CIO Pakistan received a belated first birthday gift in October when it was recognized by the Pakistan Software Houses Association (P@SHA) at its annual industry awards ceremony with an award for Best IT Industry Promotion.

Published by IDG partner Rasala Publications, CIO Pakistan has been an active participant in the local IT sector since its launch, producing issues of CIO, CSO, CEO and CMO, numerous weekly video programs on its WebStudio site, as well as various events including its own awards program and industry roundtable discussions. There are CIO Pakistan groups on Facebook and LinkedIn, and the company has worked closely with P@SHA and other industry associations on a number of initiatives in the local market. It was CIO Pakistan's solid reputation for producing successful events that led P@SHA to ask the company to produce the sixth edition of its P@SHA ICT Awards program in October.

"With the global recession P@SHA felt that it needed to do something significant to help recreate the excitement about the good work that is being done in our local IT industry," said CIO Pakistan Editor-in-chief **Rabia Garib**. "We entered the picture as the content producers and event planners for this awards program and it wasn't until the day before the event that we learned that we were being honored as well."

CIO Pakistan used both its WebStudio and the publication itself to publicize the event resulting in a record number of nominations and attendees at the red carpet affair held at the Karachi Sheraton.

While P@SHA was approaching the sponsors, Garib and her team worked with the association to ensure maximum value to the sponsors. "We handled everything from developing and helping maintain the P@SHA ICT Awards Web site until the awards, engaging sponsors in interviews and discussions through the WebStudio and helping to build excitement," Garib said.

"Despite being a tumultuous time, the CIO brand continues to make headway in identifying people and companies that are making a difference," Garib said. "We managed to convince P@SHA to introduce two new awards this year — The Best CIO for both the public and private sectors — which helped to move the IT industry association closer to the business community and the audience of CIO magazine itself." In what Garib said was a huge validation of the impact the CIO brand has had in the local market in just over a year, she noted that CIO's first cover featured a story about the head of MIS at a local hospital that was working hard to become the country's first truly paperless hospital. "In August, I was sitting at a conference where this same gentleman was speaking," Garib said. "Only now his title was CIO of Indus Hospital. CIO may have only been publishing in Pakistan for a year, but the return and response continues to be fantastic," she said.

Write to rabia.garib@ciopakistan.com.

IDG conference explores investment opportunities in Southeast Asia

*IDG ASEAN Managing Director **Tam Le** (far right) with some of the speakers and attendees at the APEC SME Summit. From left: Chu Tien Dung, chairman, Hochiminh City Computer Association; Jet Li, film start and founder, One Foundation; Scott Davis, chairman and CEO, UPS; Jack Ma, chairman & CEO, Alibaba Group; Tran Si Chuong, senior economist.*

IDG ASEAN and the CEO&CIO Club managed by IDG Vietnam co-sponsored the first Indochina Business Leaders Bridge Forum last month in Singapore. The one-day event was held as part of Global Entrepolis @ Singapore (GES), the region's annual business leaders conference organized by the Singapore Economic Development Board and Singapore Business Federation.

Some 192 entrepreneurs from Singapore, India, Malaysia, Cambodia and Vietnam attended the Leaders Bridge Forum to participate in four conference sessions, network and exchange information about investment and partnership opportunities in Vietnam, Cambodia and Laos. Experts who have extensive experience doing business and investing in the region served as speakers.

The Forum was sponsored by the Singapore Business Federation, which is part of Singapore's Ministry of Commerce, and the Singapore-based embassies of Vietnam, Cambodia and Laos.

The Forum was held the day before GES' APEC SME Summit, the premier business event for growing and mid-sized companies from the 21 APEC economies and other nations, including the U.S., China, Russia and Canada. Forum attendees were able to attend the keynote speeches of renowned international speakers and influential senior executives and network with Summit attendees, as well. IDG ASEAN hosted a party for 40 strategic partners and clients from the region in conjunction with the summit.

IDG ASEAN, led by Managing Director **Tam Le**, who heads up IDG's subsidiary units in Vietnam and Cambodia, is a newly created events company that is looking to develop events in Southeast Asia.

Write to tam_le@idg.com.vn.

one on one the interview

Pontus Jeppsson
The chief of mobile services at IDG Sweden is this week's columnist. Reach him at pontus@idg.se.

IDG Sweden's mobile apps at-a-glance

IDG.se for iPhone
Free. News, features and product reviews from all IDG Sweden sites.

IDG.se for Android
Free. News, features and product reviews from all IDG Sweden sites.

M3 for iPhone
US$1.99. Consumer product reviews from M3, the consumer electronics brand.

MacWorld for iPhone
$1.99. Mac- and iPhone-related news and reviews.

IT24 for iPhone
Free. News regarding the IT industry in Sweden.

Q What is your role at IDG Sweden?

A I'm responsible for business development and product development of all mobile activities at IDG Sweden. I lead the development of our mobile sites, apps and SMS services and try to use this channel to find new revenue streams. I also set up strategic short- and long-term goals for IDG's presence in the mobile marketplace.

Q How many mobile sites do you have for IDG Sweden's product brands? What are you finding in terms of traffic patterns?

A We have a network of 14 mobile sites and five mobile apps. We have seen a dramatic growth in traffic during the last year. Our traffic today is 19 times higher than it was in January 2009, and the primary traffic drivers are the applications for iPhone and Android. We're currently at levels of around 2,500,000 page views per month across the network.

Q What kinds of iPhone applications have you created? Are some revenue-generating?

A For the iPhone platform we have developed and launched four apps. IDG.se and IT24 are free to download and are ad-supported, whereas MacWorld and M3 have a US$2 price tag and are currently ad-free.

The paid apps have both sold rather well, and both of them went up to No. 1 in the paid app top list in the Swedish App Store and stayed there for a couple of weeks after they were launched. As of Dec. 21, we have sold about 8,000 apps for $2 each. In comparison, our free apps have been downloaded some 40,000 times.

The free iPhone apps are also generating revenue, but through traditional banner advertising. We've had one campaign since the apps were released — a radio station promoting its mobile streaming service — and we're completely blown away by the click though rates we got: 1.9%! That's way above what you'd normally expect from an online campaign.

We've also developed an application for the Android platform for the IDG.se brand. It's been very well received by the Android community, actually a lot better than the iPhone apps, even though the iPhone apps are much richer in functionality. I think iPhone users have been spoiled with so many brilliant apps in the last year, so they're much harder to charm, whereas Android users are just happy that you're doing something at all for them.

In addition to the display ad and a small-fee-to-download business models for the apps, we're working on trying out a third model: subscription-based user revenues. Charging users a one-time fee to download doesn't make a lot of sense for IDG's editorial apps, which are updated several times a day and where the user gets access to a never-ending stream of content. So instead of charging $2 to download the app, the user pays $2 to get access to our content for 30 days, and after that he will have to pay again. In order to do this we have to create new, more exclusive packaging for our content and add more features than the previous versions. Such features may be "push notifications" for breaking news or a "flight mode" where the user can browse articles when offline. A subscription would also make it possible for brands with a smaller reach to still make good profit from their users.

Q Is IDG Sweden involved in pushing sponsor messages to mobile devices by text messages?

A We have yet to try pushing sponsor messages through SMS, although this is an area where I see great potential, and hopefully 2010 will be the year when we figure out how to best use this channel. It's difficult, we need to be careful of how we use our database so people don't feel we're spamming them, but that doesn't mean we should be afraid to use sponsored text messaging. We should be able to comb through our database of IT decision makers and help advertisers reach the right person with the right message in exactly the right moment. It's probably the most powerful channel to our audience we've got, if we just use it the right way.

Q How else have you tried using text messaging to gain new online revenue?

A We're actually doing quite a lot in using SMS in generating revenues. SMS is a very effective method for micropayments. It's easier for people to pay for digital content by sending a text message than by providing their credit card number. We use two different service providers that help us handle transactions and billing. The user is then charged on his or her phone bill.

We've used this method of SMS billing for a number of things. For example we've had a couple of successful competitions, where the user would text the correct answer to a question to get the chance to win an iPhone or something similar. We found that if the prize was attractive enough it didn't really matter if we charged one or two dollars to participate, people

continued on page 6

BlackBerry

continued from page 1

current and prospective users of the smart phone, drove traffic to BlackBerry parent company Research in Motion (RIM)'s product site, and added revenue to the IDG companies' bottom lines.

RIM's agency, Starcom, approached the two business units late last year to discuss "how to appeal to a tech-savvy target group and present BlackBerry as a lifestyle tool with cool apps and unique selling propositions," said **Ulrich von Kapff**, key account manager/online for PCwelt.de. The concept evolved into an online resource center section with a main page that has the look and feel of a virtual BlackBerry.

The initial campaign ran October through November at PC Welt (http://www.pcwelt.de/specials/blackberry/) and November through December at PC Advisor (http://www.pcadvisor.co.uk/blackberry/), and a second phase is underway.

KERSTIN KAMMANN

IDG Magazines staff members who were involved in the BlackBerry project included (front): Multimedia Manager ***Michael Braun****. (l-r): Sales Service Manager* ***Daniela Klöckner****; Director, Online Sales* ***Petra Seeser****; Web site/Project Manager* ***Markus Pilzweger****, Multimedia Manager* ***Rainer Bachmaier****; Senior Key Account Manager* ***Ulrich von Kapff****, Director Online/Web site Manager* ***Dominik Grau****. Key people from PC Advisor were Advertising Manager* ***Adrian Lloyd****, Editor* ***Paul Trotter****, Managing Editor* ***Matt Egan*** *and Publishing Director* ***Simon Jary****.*

IDG U.K. and IDG Germany began working together to share some development costs for the interactive, Flash-based virtual BlackBerry, as the agency wanted to be sure the resource centers looked as identical as possible. On the main page, visitors can click on the BlackBerry Storm 2's buttons related to Communications, Media, Browser, Social Networks, Games and Camera and get a flash image with a tidbit of information. They can then click on a link for more information that leads them to the BlackBerry corporate landing pages for more details.

The tabs on the resource center home page are Reviews (links to PC Advisor's or PC-Welt's online reviews section), Tips, Demos, Videos and Applications (all links to BlackBerry's site).

> *"It was a great help working with IDG Germany, helping to keep costs down and have a better mutual understanding of the client and agency."*
>
> *— Simon Jary, IDG U.K.*

In addition, PC Welt produced its own product video that explains the Storm2's key features and six screencasts about the main topic categories (Communications, Media, etc.). Each video was two to three minutes long. Starcom did not want PC Advisor to include new videos in the resource center, but the staff did create several videos that ran elsewhere on PCAdvisor.co.uk to drive traffic back to the resource center.

RIM requested other differences between the two country's resource centers. PC Welt's included a weekly quick poll. PC Advisor's section included a Competition tab that led to a contest to win a BlackBerry Curve 8520. Visitors had four choices to pick the correct answer to "Which company is behind the BlackBerry" and had to submit their e-mail address to enter the random drawing.

Traffic results for the first phase of PC Welt's BlackBerry resource center were 180,000 page impressions and 45,000 clicks to BlackBerry's corporate landing page for product and buying information. PC Advisor had 43,000 page impressions within the BlackBerry zone after three weeks and 10,000 clicks to BlackBerry's landing pages.

RIM and Starcom have decided to continue the campaign. PC-Welt's BlackBerry resource center continued with the Storm 2 (9520) in December and will display a different virtual device for the flash header, the Bold 9700, in January. Device plans for the U.K. are pending.

Now that the agency has a clearer idea of PC Advisor's capability, Publishing Director **Simon Jary** said he anticipates his team will be able to take more control of the traffic-driving content elements of the site and achieve even better results.

"It was a great help working with IDG Germany, helping to keep costs down and have a better mutual understanding of the client and agency," said Jary. "IDG should do more international content and project-knowledge sharing to maximize potential revenues from such large programs."

Write to ukapff@idgmagazine.de or sj@idg.co.uk. WU

IDC Greece makes inroads in Cyprus with third conference

Capitalizing on its strong reputation in a small but sophisticated market, IDC Greece team hosted its third event in Cyprus, the IDC IT Managers Forum & Expo 2009, earlier this month.

Held in Nicosia, the conference included a session on Converged Service Management and Output Managed Solutions and another on IT Governance Driving Business Adaptability.

*From left: **Stelios Charalambakis**, research analyst, IDC Greece; **Tatiana Hinova**, associate VP, Sales and Managing Director, Southeastern Europe Region, IDC CEMA; **Terry Mattheoyianni**, conference specialist, IDC Greece; **Tobias Kleu**, research analyst, Imaging & Hardcopy Devices, IDC CEMA.*

Costas Agrotis, director, Department of Information Technology Services at the Cyprus Ministry of Finance, gave the keynote address and "despite a very hectic schedule he remained for the entire day," said **Tatiana Hinova**, associate vice president, Sales, IDC CEMA. Hinova also spoke at the event, as did **Tobias Kleu**, research analyst, Imaging & Hardcopy Devices, IDC CEMA and **Stelios Charalambakis**, research analyst, IT Services and Software, IDC Greece. A second outside speaker, Theodossis Konstantinidis, general manager and CTO, Greek Post SA, was named best presenter by the 80 attendees

IDC's IT Managers Forum & Expo 2009 was sponsored by Hewlett-Packard, Sun Microsystems, VMware, EMC, Clarity Systems, as well as the Cypriot and Greek companies Lasercharge, Performance and Uni Systems.

IDC's first event in Cyprus in Sept. 2008 was the first of any IDC or IDG activity on the island and was organized by IDC Bulgaria and IDC Greece. "A few months before the end of the FY08 we realized that IDC Greece needed another 25,000 euros (US$35,700) to meet the budget," Hinova said. "We looked around and decided 'Let's try Cyprus' and replicated IDC CEMA's security and storage road shows." The combined one-day event was a great success and brought 28,000 euros ($40,000) with huge profit margin.

"Now, 15 months later, IDC is well-known and highly respected both by IT vendors and users on Cyprus," she said. "Both audiences are very demanding and selectively invest their time at events." IDC competes in Cyprus with Gartner, which operates via its agent in Greece, and AGB Nielsen has its offshore headquarters in Nicosia.

IDC Greece was established in 2007. The staff consists of Charalambakis; Events Specialist **Terry Mattheoyianni**; and a key 'virtual' team member, Sales Manager **Ludmila Malcheva**, based in Sofia, Bulgaria. The team is responsible for business development and execution of IDC activities in Greece, Cyprus and Malta. The first IDC event in Malta is scheduled for March 24, 2010.

Contact Tatiana Hinova at thinova@idc.com.

Webwereld

continued from page 1

In addition to the apps, the company released several mobile launch buttons that can be downloaded at iTunes by users of mobile devices other than the iPhone or Android phones. Similar to a desktop shortcut, the launch button contains a URL that allows the phone to connect directly to the mobile version of Webwereld.nl (http://mobile.webwereld.nl).

According to **Benjamin Dalmulder**, brand manager, B2B, at IDG Netherlands, who served as the project manager, the company is working with IDG Global Solutions to sell its first campaign on the iPhone app.

Dalmulder said users have not been shy about offering their feedback about the apps. "When the apps launched, editors posted an article on Webwereld.nl announcing their availability. Users downloaded the apps and provided their opinions on our site," he explained. "Our readers want to be able to interact more with the articles they get on their phones," he said. "They want to be able to make comments, post them on Twitter, or share them with their friends." Since we always try to listen to our target audience, we are currently in the process of putting the comments functionality in place."

The apps were designed by **Jop van Gerven**, IDG Netherlands Web designer, and built by third-party partner The Saints.

Write to bdalmulder@idg.nl.

noteworthy people

New employees

Manager of Business Development and Marketing **Maytal Fligelman** comes to **IDG Syndication and Networks** from Ad Pepper Media where she was manager of business development. She holds a B.A. in Judaic studies from New York's Yeshiva University. In her free time she enjoys running and dance. *maytal_fligelman@idgsn.com*

IDG WORLD UPDATE

Cross

PC World has hired **Jason Cross** as a senior editor. He was previously senior technology analyst with Ziff-Davis Media. A graduate of Florida State University he holds a B.A. in Asian studies. In his free time he enjoys photography, video games and the guitar. *jason_cross@pcworld.com*

Timothy Lavigne joins **IDG List Services** as an account executive, coming from Microdesk where he was an account representative. A graduate of Bryant University in Smithfield, R.I., he holds a B.S. in business administration. Away from the office he enjoys skiing, golf, biking and the following the Boston Celtics basketball team. *tlavigne@idglist.com*

New at IDG Enterprise's **Online Publishing Group** is User Interface Designer **Christopher Beaman**. He was most recently social marketing manager and Web designer with the Boston Academy of English. Christopher holds a degree from the Harvard University Extension School in Java programming and enjoys sports, cycling and Internet marketing. He recently planned for and executed his first major fund-raising event for the Accelerated Cure Project for Multiple Sclerosis. *cbeaman@idgenterprise.com*

IDG Enterprise has hired **Andrew Palermo** as a product placement specialist. Previously a marketing intern at CargoPants.com, he holds a B.S. in business administration from Florida's University of Miami. He enjoys playing lacrosse, cooking and snowboarding. *apalermo@idgenterprise.com*

Promotions and more

IDG business units and partners worldwide are welcome to send in items about promotions, new employees and employee achievements such as winning internal or external awards or speaking at industry events. Write to world_update@idg.com.

Question of the Week results

Dec. 14

Do you talk on your cell phone while driving?

Yes -- 50%

No -- 38%

I do but I know I shouldn't -- 8%

Don't have a cell phone -- 4%

Dec. 21

As of Dec. 21, have you finished your holiday shoppping?

Yes -- 43%

Not even close -- 14%

Almost --38%

No shopping for me -- 5%

Log on to www.idgcentral.com to vote on this week's question:
Do you like Facebook's new privacy settings?

One on one

continued from page 3

did it anyway.

Another area where text messaging is used to explore new revenue streams is our experiments with paid articles on our Web sites. We've tried a couple of times to put certain editorial content behind a pay wall, and readers would text a code to get access to the article. We're trying out different approaches here, and I can't say we've found the secret formula just yet. What I can say is that SMS as a method of handling transactions is fast, secure and easy to use, both for us and for the readers, and it makes experimenting with charging for different types of content online so much easier.

Q What are your plans for the future?

A In the short term we'll do a redesign of our mobile sites and launch a few more apps, at least one of them with the subscription-based revenue model.

And in the long term our plan is basically to keep exploring new mobile technologies and find out what our readers and advertisers want. We're already seeing a tremendous growth in traffic, and it's only a matter of time before advertisers also move a lot of their investments to mobile. We need to be ready for that. So I spend a lot of time with our business managers and sales reps to help them better understand this channel, and I try to meet as many advertisers as I can and listen and learn what they think is important.

Mobile is the fastest growing media channel by far, and it's absolutely necessary for IDG to be on the leading edge. If we're not, someone else will. This isn't something that's going to happen sometime in the future. It's not science fiction. This is right here, right now. The audience is already there, and they expect us to serve them with our content when they want it, where they want it and how they want it.

New on IDG Central

IDG Chairman Pat McGovern's holiday message to employees

Be sure to log on to IDG Central and check out IDG Chairman **Pat McGovern**'s holiday message to employees. If you do not have a log in for IDG Central, go to www.idgcentral.com and use the link you will find there to request one today. The next issue of IDG World Update will appear on Jan. 11.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Grazia Rovati *Nuov@Periodici Italia*

25
John Gantz *IDC*

24
Bradley Thorpe IDC

23
Jean Bozman *IDC*

22
Mary Wardley *IDC*

21
David Emberley *IDC*
Birte Holm Matsen *IDG Denmark*
Gina Steinmann *IDG Switzerland*

20
Sylvie Merkling *IDC France*

19
Per Andersen *IDC Nordic*
Claudia Voelk *IDG Germany*
Jennifer Schlee *IDG Germany*
Tomas Zirn *IDG Sweden*

17
Eric Prothero *IDC*
Barbara Kitzis *IDC*

16
Andrea Kirchmeier *IDG Germany*

15
Jeannie Button *ITWorld Canada*
Mustafa Mustafa *IDG U.K.*
Lorena Vega *IDC Chile*
Natalia Vega *IDC Chile*
Eric Owen *IDC U.K.*
Krzysztof Frydrychowicz *IDG Poland*
Tomasz Janos *IDG Poland*

14
Kathleen McKay *PC World*
Cheryl Roy *ITWorld Canada*
Emanuela Cella *Nuov@Periodici Italia*
Bruno Voelk *IDG Germany*
Claudia Pielen *IDG Germany*
Christine Kohn-Meier *IDG Germany*
Sabine Prehl *IDG Germany*
Junichi Saeki *IDC Japan*
Anders Danielsson *IDG Sweden*
Cecelia Asplund *IDG Sweden*

13
Kimberly Saccio-Kent *PC World*
Andreas Frenzel *IDG Germany*
Brian Pearce *IDC France*
Henrik Sorin Hildebrand *IDG Sweden*
Mathew Heath *IDC U.K.*

12
Lene Winther *IDC Nordic*
Stephen Minton *IDC*
Deanne Hart *IDC*
Markus Schelhorn *IDG Germany*
Sung Chik *IDG U.K.*

11
Jason Gould *IDC*
Lucinda Derby *IDC*
Melita Marks *IDC*
Judith Young *IDC*
Bruce Hollocher *IDC*
Martin Bayer *IDG Germany*
Klaus Hauptfleisch *IDG Germany*
Sandra Machnik *IDG Germany*

10
Michael England *PC World*
Dan Vesset *IDC*
Kathy Nagamine *IDC*
Donna Butts *ITWorld Canada*
Paolo Morati *Nuov@Periodici Italia*
Bettina Thyge Thomasen *IDG Denmark*
Yuji Nishigori *IDG Japan*
Matthias Teichmann *IDG Germany*
Peter Sayer *IDG News Service*
Lina Otterdahl *IDG Sweden*
Stefan Krafft *IDG Sweden*
Ulrika Ullman *IDG Sweden*
Andrea Mone *IDG Netherlands*
Rosie Secchi *IDC U.K.*
Jaroslaw Ochab *IDG Poland*
Juliusz Kornaszewski *IDG Poland*

9
Karen Lucero *IDC*
Bradley Nisbet *IDC*
Susan Rae *IDC*
Miryam Hernandez *IDC*
Daniele Lazzarin *Nuov@Periodici Italia*
Dan Jensen *IDG Denmark*
Sabine Schwehr *IDG Germany*
Thomas Hafen *IDG Germany*
Christian Hofmann *IDG Germany*
Marta Pely *IDG Germany*
Christian Hofmann *IDG Germany*
Therese Sundstrom *IDG Sweden*
Johan Wikberg *IDG Sweden*
Mauro Peres *IDC Brazil*
Anna Stando *IDG Poland*

8
Hirotaka Nishide *IDG Japan*

7
Nils Molin *IDC Nordic*
Katherine Rebello *PC World*
Ruthbea Clarke *IDC*
Richard Vancil *IDC*
Sahaja Sarathy *IDC*
Sandra Holleber *IDG Germany*
Kazuyuki Ide *IDC Japan*
Mikolaj Wilczynski *IDG Poland*

6
Jackie Dove *Mac Publishing*
Keith Bagley *IDC*
Michael Braun *IDG Germany*
Sabine Wagner *IDG Germany*
Ulrika Halvarsson *IDG Sweden*
Johannes Hansson *IDG Sweden*
Ana Lico *IDC Brazil*

5
Christopher Picanso *IDC*
Jenny Zieler *IDG Germany*
Florian Klein *IDG Germany*
Stephanie Alonso *IDG Germany*
Eric Domage *IDC France*
Teruo Negishi *IDC Japan*
Silvia Bassi *Now! Digital Business*

4
Philip Hirons, Jr. *IDC*
Valerie Rolland *IDC France*
Jennie Stjarnlof *IDG Sweden*
Maricela de la Cruz *IDC Mexico*
Renato Troya *IDC Peru*
Beatriz Valle *IDG U.K.*
Maciej Obuchowicz *IDG Poland*

3
Robert Cardin *PC World*
Richard Viera *IDC*
Kathleen Lau *ITWorld Canada*
Thomas Lillelund Jensen *IDG Denmark*
Sibylle Hofele *IDG Germany*
Veronique Arene *ITNews Info*
Daniel Binett *IDG Sweden*
Andre Kisch *IDG Sweden*
Camiel Toxopeus *IDG Netherlands*
Jochem Douque *IDG Netherlands*
Richelle Busenius *IDG Netherlands*
Lukasz Mociun *IDG Poland*
Ernandes Rodrigues *Now! Digital Business*

2
Monojit Maskeri *IDC*
Teodora Mahabir *IDC*
Irene Berlinsky *IDC*
Leslie Hand *IDC*
Piersandro Guerrera *Nuov@Periodici Italia*
Soren Hein Andersen *IDG Denmark*
Peter Borgquist *IDG Denmark*
Armelle Brivet *IDC France*
Didier Krainc *IDC France*
Jenny Stadigs *IDG Sweden*
Alice Ross *IDG U.K.*
Carrie-Ann Skinner *IDG U.K.*
Linda Bertolissio *IDG U.K.*
Mark Chillingworth *IDG U.K.*
Marcelo Leiva *IDC Chile*
Adrien Tenyi *IDC Hungary*
Roosmarijn Cornelissen *IDC U.K.*
Vanderlei Ferreira *Now! Digital Business*

1
Ryan Eilders *PC World*
Gianluca Fabrizio *Nuov@Periodici Italia*
Christian Schneider *IDG Germany*
Kerstin Kammann *IDG Germany*
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Hans Kluppel *IDG Netherlands*
Jaco van den Bosch *IDG Netherlands*
Sander van der Meijs *IDG Netherlands*
Patrick Vernack *IDG Netherlands*
Joao Paulo Bruder *IDC Brazil*
Andrea Betiana Frattini *IDC Argentina*
Matthew Clay *IDC U.K.*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

profile

unsung hero

*According to **Eric Prothero**, VP IDC Latin America, **Doris Hernandez**, group operations coordinator, Latin America, is his office's unsung hero. "She keeps the gears running across the region," he said.*

Name
Doris Hernandez

Home
Miami, Fla.

Tenure
In 1999, I was hired as a temporary phone recruiter for IDC Latin America to help develop its first online panel of IT decision makers. The position was supposed to be for a month, but, following a successful launch of the program with clients, the project was extended for eight months. I then worked on several other projects for analysts and staff before I was offered a full-time position in 2001 as office administrator.

Current title
Regional Group Operations Coordinator for Latin America.

Primary job responsibilities
Coordination of the Miami office's operation. In addition, I assist with operational activities throughout the entire Latin America region.

Three things I do in a day's work

- Manage the Miami office, always aiming to keep operation costs low and the quality of work and service high.
- Assist the Latin America regional team in different projects, such as event coordination and travel arrangements.
- Keep databases up to date and communicate important information to our IDC Latin America counterparts.

What I love most about my job
I love the work environment at IDC as well as its diversity. It is great to be able to work independently and manage my time throughout the day to get my work done. I work with many people from around the IDC Latin America region; I really enjoy when they visit our office and I can meet them in person and exchange cultural and professional experiences.

Latest accomplishment
Reduced our office's costs by revising phone and postage suppliers, leading to an annual cost saving of $10,000.

LUIS AMODEO

*IDG Latin America Regional Group Operations Coordinator **Doris Hernandez** joined the office a decade ago as a temporary phone recruiter.*

Career highlight(s)
Coordinated the launch of IDC Mexico in Mexico City. I've also managed all of the moving logistics of this office on several different occasions.

What I'm doing to be a better employee
I'm always looking for a better or more efficient way to do things. If I can find a way, I will do what I can do make it happen.

Interests outside the office
I am happily married and have one daughter. I have a three-year-old grandson and a granddaughter who is almost a year old. My grandchildren are my passion. I love anything outdoors like gardening, walking and going to the beach.

What others can't tell my looking at me
In my youth I was something of a hippie, and I loved going to Greenwich Village in New York City.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Benjamin Dalmulder *IDG Netherlands*
Rabia Garib *CIO Pakistan*
Tatiana Hinova *IDC CEMA*
Pontus Jeppsson *IDG Sweden*
Tam Le *IDG Vietnam*
Ulrich von Kapff *IDG Germany*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

IDG World Update

11 JANUARY 2010
VOLUME 40, NUMBER 1

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG Australia's Davy Adams earns 2009 Chairman's Cup

IDG Australia Managing Director **Davy Adams** is the winner of the IDG Chairman's Cup for Management Excellence for 2009.

Adams, who had served as deputy managing director since 2007, took over as managing director of the business unit on Oct. 1, 2008, coinciding with the start of the worst market recession in recent memory. In his first year as managing director he saw the business unit's revenues fall 23% below plan and 24% below the previous year. "Yet this new business unit leader exercised extraordinary expense control, cutting expenses 20% from plan and 25% below the previous year," noted IDG Chairman **Pat McGovern**.

Davy Adams

"He also made the extremely difficult staffing decisions that have to be made in such circumstances. All the while, he continued to grow the online portfolio of the company as he skillfully managed down the print products for maximum profitability," McGovern said.

Adams was particularly adept at managing the brands as mixes of print, online and events, McGovern noted. "He clearly understands how these three legs of the stool work together and the relative value of each to the others."

As a result of Adam's efforts, IDG Australia had a profit margin in FY09 of 11%, 1% higher than in FY08. This was the highest profit margin of any IDG international business unit in FY09 and the second highest profit margin worldwide (beaten by only four-tenths of a percent by Macworld U.S.).

"This would have been a fantastic performance for a seasoned manager. For a rookie to deliver such results is unprecedented," McGovern said.

Adams joined IDG Australia in 1998 as a sales executive with Computerworld and CIO, becoming Computerworld publisher in 2001. In 2004, he was named IDG Australia VP, Enterprise.

He can be reached at davy_adams@idg.com.au.

Inside this issue

Bob Carrigan named to IAB executive committee *page 2*

IDG Switzerland opens third online shopping area *page 2*

IDG Vietnam and Indochina concludes year with two events *page 2*

One on one : IDG Communications CEO Bob Carrigan *page 3*

PC World Iran plans more product reviews, new content *page 4*

PC-Welt introduces charity program to increase Twitter followers *page 5*

IDG Netherlands employees buy demo gadgets, aid charity *page 7*

Celebrating 10 IDC's Stephen Clifford *page 8*

CIO Executive Council extends international reach

New partnership process brings benefits to IDG's global business units

The team behind the CIO Executive Council is making a concerted effort in FY10 to invest in the Council's international expansion. International Strategic Relations Manager **John Harrison** is leading the outreach to build stronger ties to IDG's business units around the world to recruit new members and provide IDG units opportunities for revenue, editorial content and support to better serve CIOs in their local market.

The council, part of the CIO brand within the IDG Enterprise business unit in the U.S., is a peer-to-peer advisory organization for senior IT and business leaders. The 750-global-enterprise-member group includes more than 1,500 senior IT leaders from 18 countries. The key component behind increasing international membership in the Council is a new one-year partnership agreement between the Council and IDG global units. The deal enables the partner to receive a range of Council services in exchange for helping market the council locally. So far, IDG business units in Germany, the U.K, Switzerland, the Czech Republic and Brazil have signed agreements, with several others pending. The council aims to have at least 20 business unit partners by the end of FY10.

If a CIO joins the Council as a result of a partner's marketing effort, such as through an online or print ad or attendance at an event, the business unit receives 25% of the CIO's membership fee. While the fee can be adjusted depending on the market, the typical annual membership fee is US$13,000.

There are a variety of ways an IDG partner can pro-

continued on page 4

newsworthy

in brief

First CSO event held in Vietnam; banking event marks 11th consecutive year

IDG Vietnam & Indochina concluded its busy 2009 events season on Dec. 10-11 with two events in Ho Chi Minh City: the fist CSO Conference and Awards and the 11th Banking Vietnam Conference & Expo.

Recognition of the role of the chief security officer is still evolving in the Indochina region, according to Vu Quoc Khanh, director general of the Vietnam Computer Emergency Response Team, one of two partners that co-organized the CSO event with IDG. The awards program and conference aimed to make people in the region more aware of the importance of information security and take steps to prevent information loss, he said.

IDG
HỘI THẢO / CONFERENCE

Several of the CSO Awards Winners join a panel discussion at the CSO Conference in Ho Chi Minh City.

More than 200 people who work in the security industry in Cambodia, Laos and Vietnam attended the conference, which featured international and local speakers. The previous evening, nine CSOs who have demonstrated excellence in securing their organization's information assets were honored.

The Banking Vietnam event, which is the largest banking event in the country, attracted 40 sponsors, 1,000 conference attendees and more than 2,500 visitors to the expo area outside the conference hall. Hosted by the State Bank of Vietnam, the event featured 40 speakers and panelists from national, international and local banks and technology specialists.

Banking Vietnam is held twice a year, with a stop in Hanoi in May as well as the December event. Last year, IDG introduced Banking Cambodia, and the next edition will be held Jan. 26-27 in Phnom Penh.

*Write to Public Relations and Communications Manager **Hien Bui** at hien_bui@idg.com.vn.*

Carrigan joins IAB executive committee

IDG Communications CEO **Bob Carrigan** has been named to the Interactive Advertising Bureau's (IAB) executive committee. A member of the IAB board of directors for three years, in his new role Carrigan will now help set strategy, budget, direction and leadership for the organization.

IAB is the leading trade association for the interactive advertising marketplace. Its members comprise more than 375 leading media and technology companies that are collectively responsible for selling 86% of online advertising in the U.S.

"As an IAB board member, I have been privy to many leading edge developments in the interactive space," Carrigan said. "As an executive committee member, my affiliation with IAB will grow even deeper, and that can only be good for IDG.

"As we all know, the interactive space is of great importance to IDG's current and future business. I am excited about new developments in 2010 — mobile and video are poised for growth this year and lead gen, ad networks and social media are continuing to soar. These are exciting times for the industry in general and IDG in particular."

For more information about IAB, visit www.iab.net.

IDG Switzerland opens third shopping site with new partner, plans more

IDG Switzerland is continuing to open new streams of user revenue by partnering with third parties to create easy-to-use shopping destinations on its various sites. The newest of these is Trendshop, a site that offers hardware products such as luxury iPhones or iPods, mini cams and mini phones, wristwatches and other high-tech gadgets, on the company's Digitalliving.ch site.

The site was created in partnership with Futuretrends (www.futuretrends.ch), which puts all its latest products in the Trendshop. IDG staff then chooses some of these products to be promoted on its various sites and in its newsletters.

Oliver Wirtz

IDG Switzerland receives 12% of each sale. Trendshop went live in mid-December, and in its first two weeks had sales of approximately $3,200. **Oliver Wirtz,** Web director at IDG Switzerland, said he expects net sales of close to $5,000 each month. "If sales are constant, we should sell about $60,000 worth of products from the site, which, at 12%, would mean about $7,200 for us," Wirtz said, adding that he is planning to negotiate an increase in their percentage to closer to 18% to 20%.

Wirtz said the shopping section has provided a healthy boost in traffic to the Digital Living site, with Trendshop content appearing in third place in its site visits during the first month.

Trendshop is the third retail section IDG Switzerland has implemented in the last months. In August 2008, the company launched a software download area in cooperation with Nexway, which yields a 22.5% commission on each sale, and in November 2009, it launched Onlineshops on PCtipp.ch, which sells out-of-category items such as wine, cheese, personal electronics and other luxury items.

"Although online advertising is still growing in Switzerland, CPM is decreasing. So it is very important for IDG Switzerland to find new revenue streams besides display ads, advertorials, lead generation and so on," said Wirtz. "When we are looking for partners, we focus on those with strong brands and we will try to find different affiliate models with a growing number of partners in the coming months. As the saying goes, 'Many a little makes a mickle.'"

For more information, contact Oliver Wirtz at oliver.wirtz@idg.ch.

Matthew Yorke: Publishers' trusted content a boon to social marketing

IDG Strategic Marketing Services President **Matthew Yorke** and IDG Connect General Manager **Frank Cutitta** recently joined the columnist lineup for Min Online's minsider column. See this piece on IDG Central to read Yorke's most recent column: How to Turn Social Media into a Friend for Media Companies.

the interview

one on one

Bob Carrigan
The CEO of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

> *"A good publishing strategy for the Web is a publicly available site, funded by advertising and open to the search engines and social media platforms, with premium content areas on the site, which are only available to paid customers."*

Q 2009 was a year of huge change for IDG as business units sought to realign their operations and staff size to reflect the new realities of today's media business. Should we be bracing for more of the same this year, or do you think most of the hard decisions are behind us for now?

A We are off to a good start in the first quarter of FY10, and the market is showing promising signs of recovery. We are also benefiting from the organizational changes and expense reductions of last year. As such, I do believe that most of the really hard decisions and restructurings are behind us. However, the secular shift to digital media is nowhere near behind us and will continue to challenge us all for years to come, but this represents tremendous opportunity for progressive media companies such as IDG.

Last year was certainly a year of change and restructuring, but most of those changes will benefit us not just in terms of a lower cost base but will also provide a more sensible structure for the digital media age. I believe that we will ultimately be more competitive and more innovative as a result.

Q Where should IDG business units be focusing their resources in 2010?

A Growth. If the primary focus of last year was to lower costs in light of the dramatic decline in market revenue, the theme for this year must be growth as the market starts to recover. It's a challenge for all of our business units to decide where to invest for growth, especially in the early days of a recovering market, so staying close to our customers is more important than ever. We need to make smart and careful decisions about investing where we see growth potential.

Driving new online services and events for our premium audiences will continue to be a core area of focus in 2010 and beyond. Additional areas for growth will surely include new fee-based services/products for end users, new custom solutions for advertisers, new social media ad products and new mobile offerings. And of course, as we invest in growth areas, we must always be careful to manage print for profit.

Q Will 2010 be the year that mobile takes off?

A IDC estimates that worldwide more than 1 billion mobile devices will access the Internet by the end of 2010, which represents a significant inflection point. Users are moving to the mobile Web in droves. I am astounded by the number of search queries and social media interactions that are now happening via smartphones and other converged mobile devices.

Q What are your goals for IDG enhancing its standing in the mobile space this year?

A As our end users move to the mobile Web, we must develop new mobile products and services to meet their needs. This includes: optimizing our Web sites for access and consumption by smartphones, developing new information services to help users sort out alternatives and the best ways to use their smartphones, building new native apps that provide key information services while driving end-user fees and end-user registration and launching events and conferences for end users and sponsors in the mobile space.

There is a lot of activity around the company in these areas, and it is imperative that we share our best ideas and best development efforts so that we can minimize development costs and maximize benefit from collaboration. To that end, I have asked **Julie Lynch** to act as a conduit among our global business units for information sharing in this critical area of new development. As director of the IDG Knowledge Exchange, Julie's mission is to foster revenue growth, expense savings and innovation by showcasing the new product ideas and revenue opportunities being developed around the world. To subscribe to Julie's monthly New Products/New Revenue newsletter, go to http://tinyurl.com/y8aawhc.

Q What is your opinion about the potential for putting content behind a "pay-wall" and requiring users to pay for some/all of our content?

A I think that there is potential to create "insider" or "members only" areas on our Web sites that will provide our most passionate and loyal end users with additional content and services in exchange for a subscription fee. This is being done successfully at several media companies including the Wall Street Journal, the Financial Times, Ars Technica, ESPN and at some of our own business units including IDG Germany. A good publishing strategy for the Web is a publicly available site, funded by advertising and open to the search engines and social media platforms, with premium content areas on the site, which are only available to paid customers.

Q What other kinds of user-generated revenue should IDG business units be experimenting with?

A There is no lack of areas to pursue these days. Smartpads and e-readers are interesting for experimentation. Other promising areas include councils and clubs along the lines of the CIO Executive Council, fee-based research reports around key topics for IT managers, virtual goods and gaming and fee-based video programming, to name a few.

CIO Executive Council

continued from page 1

mote the Council. The Council team has developed a quarterly banner ad campaign, which it can provide and translate if needed for partners to use on their own Web sites. When leads come in via this online method, the dedicated Council sales team follows up. The FY10 Q2 ad campaign focuses on the IT Value Matrix, which is a method of determining how CIOs align their priorities within IT.

Partners can also host events for their local CIOs and take advantage of the Council's speakers' bureau to feature a CIO with proven experience in the agenda's topic. Any of the Council's members can volunteer themselves for the speakers' bureau. Council staff screens them to identify their specific attributes and strengths and places them as speakers at partners' events, either at the partner's request or if they learn of a good potential fit with an upcoming IDG event. There are no speakers' fees; the IDG partner only has to cover travel, hotel and food expenses. Council CIOs spoke at the Finland CIO of the Year event in 2009 (for IDG partner Talentum) and will be participating at the IT Strategy Days in Hamburg, Germany, next month (IDG Germany) and at a May 5 event on sustainability in Brazil (Now!Digital Business).

"The speakers' bureau is a great opportunity for our IDG colleagues to have easy access to our international CIO members and globalize their events," Harrison said. He has also been on the road over the past year to attend a number of IDG-related events, such as CIO of the Year ceremonies in Finland and in Sweden, to promote the Council.

Council staff is available to work with IDG partners to develop other portions of their events. In the U.S., for example, if a CIO is attending one of the CIO Executive Programs events and has told the staff that he or she would like to spend time talking to a peer who has expertise in a certain area, the staff will make arrangements with a fellow member who is also attending the event. Harrison said the staff is willing to arrange something similar internationally. "Overall, though, we want to defer to the nuances, culture and aspects of each country that the managing directors know so well, and invite them to work with the Council where they feel free to leverage us," Harrison said.

Another benefit Council partners gain is eight pages of CIO Executive Council content (see sidebar) that is published within CIO magazine in the U.S. While the material is also available on the IDG News Service wire, partners are e-mailed a file directly. CIO Germany has been a frequent user of this content, Harrison said, publishing the material in English but adding some keywords in German.

Also available to partners are resources such as benchmarks, a quarterly offering of results and ideas that originate through research the Council has done with its members. Partners can put the content online or in their magazines, or use elements of it as conversation starters at CIO breakfast meetings or other events. In addition, the Future-State CIO® program, which is based on an online executive assessment tool for Council members, is a way for international CIOs to have an impact on shaping the development of the CIO profession.

Last week, the Council hired its first European employee, based initially in Portugal, who will be a key liaison with IDG country managers and work on Council member support and new sales in the region. "This is one more clear indication of how we are investing in the Council's international expansion," Harrison said.

Write to jharrison@cio.com. WU

"The speakers' bureau is a great opportunity for our IDG colleagues to have easy access to our international CIO members and globalize their events."

— John Harrison

Council partners offered monthly eight-page content supplement

The eight pages of CIO Executive Council content available for partners is a section called Connect that consists of three parts:

Sounding Board. Each month three CIOs offer their experience about a specific topic, such as managing vendor relationships or IT business alignment.

Mentor. One CIO shares how-to advice, such as how to ensure acceptance of process transformation or how to acquire commercial perspective.

Download. A practical takeaway such as a scorecard, dashboard, policy or procedure that a CIO has developed that others can use.

PC World Iran plans for expanded product reviews and new content

Listening to its readers and clients, IDG licensee PC World Iran has been making some changes that include broadening the number of products reviewed by the PC World Iran Test Center, reorganizing its Web site (http://www.pcworldiran.com) and providing new features in 2010.

According to International Relations Manager **Manijeh Zareian**, PC World Iran is also readying four new special issues — on HDTVs, networking tools, Windows 7 and tips and techniques — as well as a new quarterly CD-ROM publication called IT Needs, due to be launched in March during the 34th anniversary of its parent company, Tehran-based Group of Scientific and Research Publications.

PC World Iran, an IDG licensee since 1998 and Iran's leading provider of information on computer and networking security, has been the sole publisher of special issues for ELECOMP, Iran's largest IT trade show. It is also the first local publication to introduce Intel-based Macs and the first publication to offer quality testing of IT products.

Contact Manijeh Zareian at m.zareian@pmtcgroup.com. WU

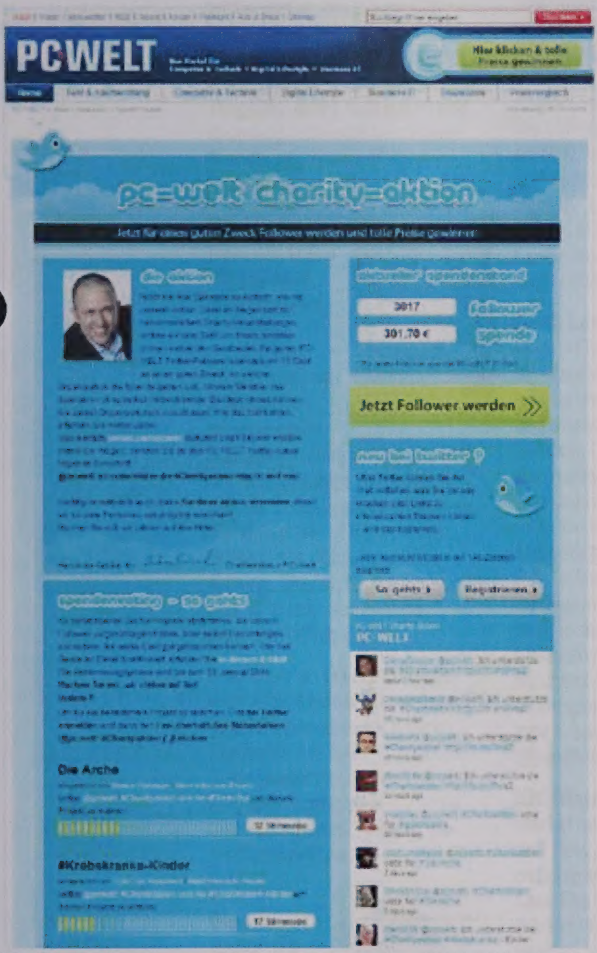
*Staff at IDG's Iran licensee Group of Scientific and Research Publications display copies of the special issues of PC World produced for the ELECOMP trade show. (L-R): **Shah Heydari**, office coordinator; **Ehsan Amiri**, editor; **Makan Mohseni**, technical department manager; **Mostafa Hosseini**, book publication manager; **Manijeh Zareian**, international relations manager; and **Daryoush Ashtari**, senior editor, PC World Iran.*

PCWelt.de links Twitter, charities in holiday program

Promotional effort to increase PC-Welt followers benefits nonprofits

IDG Germany's PCWelt.de introduced a charity program for the holiday season that has also expanded the community of people following PC-Welt on Twitter. The staff will donate 10 Euro cents (US$0.147) for every follower of twitter.com/pcwelt, and the nonprofit organization that receives the money will be determined by PCWelt's Twitter followers.

Website Manager/Project Manager **Markus Pilzweger** and Editor **Panagiotis Kolokythas** came up with the idea, and Pilzweger and Senior Software Application Developer **Martin Eckhardt** have been the primary implementers of PC-Welt Charity-Aktion, which is at http://www.pcwelt.de/specials/twitter-charity.



The Charity-Aktion home page includes a message from PC-Welt Editor-in-Chief ***Andre Horn****, the top vote-getting charities as nominated by Twitter followers and total number of followers and money raised for charity ($434 as of Jan. 7).*

"I love this project," Pilzweger said. "As far as I know, this is the first time a company has tried to combine charity with attracting new Twitter followers. I think it expands the positive image of our brand in the market, and we have received tons of positive feedback."

PC-Welt announced the project on Nov. 20, promoting it through a 600,000-person e-mail, PCWelt.com, PC-Welt's main Facebook page, the Facebook page of its new Speedmeter test program that assesses DSL speed and on the PC-Welt Twitter feed itself.

To suggest an organization, a follower sends a tweet with the format "@pcwelt #Charityaktion" and then adds a hashtag (#) and the organizations's URL and name. PC-Welt aggregates those tweets into a special database, and the suggestions are displayed on the landing page of PC-Welt Charity-Aktion. The follower who suggests a project automatically has their vote counted for that project; people can only vote once. The top five vote-getting organizations are displayed prominently on the Charity-Aktion home page, along with a list of all the other suggested groups. When a person clicks on the project's special link on that page, and they are logged into their Twitter account, the vote-for-this-organization tweet will be integrated as a tweet on their Twitter account.

From there, when someone — who doesn't have to be a PC-Welt follower — sees that post and retweets "@pcwelt: #Charityaktion vote for #Organization-Name," PC-Welt's voting module counts the hashtag as a vote for that specific organization, and the vote is added to the tally on the Charity-Aktion home page. PC-Welt's staff hopes that when related friends or other people see the Charity-Aktion initiative on Twitter, they might be inspired to learn more about PC-Welt and become a PC-Welt Twitter follower themselves.

PC-Welt created a sweepstakes in which followers can register their contact information and enter a random drawing to win assorted gifts, such as a netbook, an iPod Touch and Windows 7 software, which has brought in new leads to PC-Welt's database.

The growing number of PC-Welt Twitter followers appears at the top of the Charity-Aktion home page along with the current amount raised for charity. As of Jan. 7, PC-Welt's Twitter account had 3,016 followers, of whom more than 900 came in via Charity-Aktion. So far, the project has raised 301 Euros ($434) and will conclude on Jan. 31.

Write to mpilzweger@pcwelt.de. WU

Coming up

IT Roadmap Conference & Expo
A Network World event
Jan. 27
New York

IDC Mobility Conference
An IDC Germany event
Feb. 4
Frankfurt, Germany

Macworld 2010
An IDG World Expo event
Feb. 9-13
Moscone Center
San Francisco

CIO Perspectives
A CIO event
Feb. 10
Four Seasons Resort and Club Dallas at Las Colinas
Irving, Texas

Desktop Virtualization
An IDC EMEA event
Feb. 23
Radisson SAS Portman Square
London

Go to www.idgcentral.com. for more listings in the Events Calendar.

noteworthy people

New employees

Jeannotte
JOE MOLA

Kristin Jeannotte joins **IDG Enterprise**'s Events group as an events marketing/registration coordinator. She previously worked at Graham Communications, coordinating and managing community relations programs, designing marketing collateral and handling social media initiatives. She holds a B.A. in business administration from Worcester (Mass.) State College and enjoys dancing, shopping, going to the gym and spending time with family and friends. *kjeannotte@idgenterprise.com*

Kelly

Paul Kelly joins IDG U.K.'s **PC Advisor** as an account manager, coming from UBM where he also worked as an account manager, selling exhibition space and sponsorships. He holds a degree in business studies from the University of Manchester. Outside the office he enjoys running, playing football and golf and is "a keen Arsenal fan." *paul_kelly@idg.co.uk*

Previously an account director with ATG, **Elaine Ebner** joins **PC World** as an account director. She holds a B.S./B.A. from Ohio State University and enjoys running and "riding with my son's bike-racing team." *elaine_ebner@pcworld.com*

Glasser
IDG WORLD UPDATE

A.J. Glasser is GamePro's news editor, coming from Gawker Media where she was San Francisco correspondent. She earned a B.A. in political science/international relations from Mills College in Oakland, Calif., and M.A. in journalism from Stanford University in Palo Alto, Calif. Away from the office, she enjoys baking, belly dancing and knitting and donates goods and services to Umloud, an annual fundraiser benefiting Child's Play Charity. *aj_glasser@gamepro.com*

IDC Hong Kong has hired **Hidy Ho** as an associate market analyst, Software, charged with tracking software market trends at both the Asia/Pacific and worldwide levels. She was previously a specialist for the service integrity group with APL Logistics, responsible for developing reports and tools for internal and management review. She holds a B.S. in computational mathematics and operations research from the University of Hong Kong and an M.S. in management science and operational research from the U.K.'s University of Lancaster. In her free time she enjoys travel, music, movies and cycling. *hidyho@idc.com*

Keith Lam joins **IDC Singapore**'s Financial Insights group as an associate market analyst. He will be responsible for tracking and analyzing the Asia/Pacific banking, IT benchmarking and risk-management sectors. He was previously a business analyst with the U.S.-based Healthcare Marketing Group. He earned a B.S. in finance and operations management, as well as an M.S. in accounting, from Indiana University's Kelley School of Business in Indianapolis. An avid motorsports fan, he also enjoys travel, bowling and photography. *kjlam@idc.com*

IDC Malaysia's associate market analyst for the Australian and New Zealand hardware and peripheral markets is **Yee Kuan Lau**. She will focus on providing market research statistics, competitive analysis, vendor strategy and market forecasts. Previously, Yee was a server and storage consultant in the telecom, oil and gas and government sectors. She holds an honors M.S. in electronics and communication engineering from the U.K.'s University of Nottingham's Malaysia campus. Her favorite pastimes include crafts, squash and swimming. *yklau@idc.com*

Conference Executive **Sulwyn Ngoh** comes to **IDC Singapore**'s Events division from Fraser & Neave where she played a variety of marketing and administrative roles. She graduated from RMIT University in Melbourne, Australia, with a degree in marketing. In her free time she plays touch rugby on a competitive level. *sngoh@idc.com*

IDC Indonesia has hired **Dian Prastuti** as an associate market analyst in its Peripherals division. Before joining IDC, she worked in the banking industry, most recently as a project manager maintaining corporate client databases and performing corporate account background checks. She holds a double degree in international business and management from Indonesia's Triskati University, as well as an MBA in marketing and financial management from Sydney's University of Technology. In her free time she likes cooking, reading novels and playing the

Please note: Any business unit wishing to include news about hires, transfers, promotions or employee awards is invited to send the appropriate information to at world_update@idg.com.

PC World awards program rewards self-starters for above-and-beyond efforts

While discussing PC World's editorial employee survey results last year, the editorial team brewed up the monthly Cofee (Call Out For Editorial Excellence) Awards to recognize individuals who have gone above and beyond the call of duty. The first awards were handed out in November.

According to PCW Managing Editor **Kimberly Brinson**, Editorial Director **Steve Fox** and his reports — Editor **Ed Albro**, Lab Director **Jeff Kuta**, Senior Editor **Robert Strohmeyer** and Brinson — meet monthly to discuss the merits of their various nominees and decide the winners.

"The award is meant to recognize people who have made heroic efforts," Brinson said, "not because they were necessarily asked to but out of a sense of intrinsic duty or obligation, self-imposed."

The inaugural Cofee Award winners were the following:

Luong

Development Analyst **Thomas Luong** took on the additional responsibility managing several temporary employees to help clean the PC World Test Lab of old equipment. ("We consider lab analysts to be editorial," Brinson said. "The definition is a bit elastic.") "Our warehouse had been amassing PC hardware for months," Kuta said, "and Thomas did an exemplary job directing the additional staff and focusing on the task at hand, while juggling his regular responsibilities. This took Thomas out of his comfort zone, but he still managed to produce results that positively affected the entire PC World Lab staff."

Gray

Senior Copy Editor **Steven Gray** presented "one of the most successful editorial brown bag training sessions we've had so far," Brinson said. For his 'How to Be Your Own Best Copy Editor' session he compiled a 27-page handout of real-world examples of less-than-successful sentences with suggestions for ways each could be improved.

Sullivan

Senior Associate Editor **Mark Sullivan** was recognized for what Albro termed Sullivan's "editor-preneur" abilities to take a mere shadow of an idea and create a successful article out of it. Sullivan also spearheaded PC World's Reliability and Service survey and this year programmed the online reader survey himself.

Award winners receive an Amazon.com gift certificate.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Thomas Bergerskogen *IDG Norway*
Mark Winther *IDC*
Lee Doyle *IDC*

25

Rebecca Seagal *IDC*

19

Gary Koch *IDC Hong Kong*

18

Morten Christensen *IDG Norway*

17

Randi Siegal *IDC*

15

Patricia Chisholm *IDG Enterprise*
Diane Ryczek *PC World*

12

Christopher Murphy *IDC*

10

Cynthia Crow *PC World*
Shirley Chua *IDC Singapore*
Margaret Dings *IDC*
Jonathan Gaw *IDC*
Matthew Eastwood *IDC*

9

Jon Thore Thorstensen *IDG Norway*
Øyvind Sundkvist *IDG Norway*
Julie Tiley *IDC Canada*
Jason Bremmer *IDC Canada*
Kazuo Aida *IDC Japan*

7

Kjell Klausen *IDG Norway*
Alfredo Curiel *IDC Latin America*
Helga Szemenkar *IDC Hungary*
Cecilia Löwenadler *IDG Sweden*

6

Akiomi Koike *IDG Japan*

5

Boris Boehles *IDG Germany*
Kevin Barden *PC World*
Winnie Jang *IDC Korea*
Michael Araneta *IDC Singapore*
Yury Goldaev *IDC Canada*
Jose Soto-Padron *IDG Sweden*
Roger Camenisch *IDG Switzerland*
Jill Feblowitz *IDC*
Rueben Miller *IDC*

4

Johann Wagner *IDG Germany*
Colleen Boucher *IDG*
Carli Morgenstein *Mac Publishing*
Freda Tong *IDC China*
Thomas Zhou *IDC China*
Masako Fujita *IDC Japan*
Ayuchi Takamatsu *IDC Japan*

3

Bridget McGuire *IDG*
Jørgen Bakke *IDG Norway*
Morten Lyse *IDG Norway*
Kjetil Aavik Gokstad *IDG Norway*
Mark Schrutt *IDC Canada*
Katarzyna Hadka *IDG Poland*
Alejandro Valdes *IDC Mexico*
Mattias Källman *IDG Sweden*
Leslie Rosenberg *IDC*
Amber Gracey *IDC*

2

Caroline Ward *PC World*
Jeremy Jules *PC World Central Services*
Felipe Rego *IDC Australia*
Chrystal Chew *IDC Malaysia*
Jan Andreas Knudsen *IDG Norway*
Ravi Madha *IDG Global Solutions/EMEA*
Janine Christensen *IDG Sweden*
Marius Flückiger *IDG Switzerland*
Christopher Guest *IT World Canada*

1

Jennifer Quinby *IDG*
Jason Leung *IDC Australia*
Saikiran Kodumuri *IDC Center for Consultancy & Research/India*
Dave Pearson *IDC Canada*
Heijer den Jorrit *IDG Netherlands*

IDG Netherlands staff raises funds for childrens' cancer charity

Employees gather in the IDG Netherlands cafeteria to purchase unused computer gear and gadgets. The sale helped clean out several storage areas prior to the company's anticipated move to new quarters and raised money for a local charity.

With a move to a new office looming next July, IDG Netherlands Office Manager **Karen van Velzen** decided to get a head start on cleaning out some of the storage areas in their current space. In the process she came up with a plan that let employees purchase some unused tech gadgets and peripherals while raising money for a local charity.

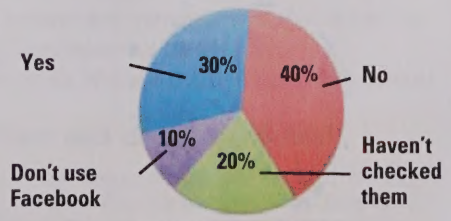
Working with **Rick Val**, IT coordinator, Karen said they found plenty of demonstration and computer equipment that was in good shape but that wouldn't be needed in their new office. "I realized we could make a lot of people happy by selling it at very reasonable prices," she said. So on the afternoon of Dec. 4, the pair moved their stash of photo printers, digital cameras, DVD players, wireless keyboards and digital photo frames to the company cafeteria where employees gathered to make their purchases.

The proceeds — 800 Euros (US$1,146), rounded up to 1,000 Euros ($1,432) by IDG Netherlands CEO **Lennard Hoogenraad**, were donated to Dutch foundation Kinderen Kankervrij (Children Cancer Free).

Contact Karen van Velzen at kvanvelzen@idg.nl.

Question of the Week results for Dec. 28

Do you like Facebook's new privacy settings?



Log on to www.idgcentral.com to vote on this week's question:
Do you make New Year's resolutions?

celebrating 10!

Name
Stephen Clifford

Home
Cumberland, RI

Joined IDC
Sept. 18, 1998, as a Research Intern.

Career path
Research Analyst, Manager, Director

Current title
Research Director, Global IT Advisor. I work on business development and account management for supply chain and end-user accounts.

Most challenging part of your job
Keeping up to date on the latest technology trends since many of my clients' interests span the gamut of the IT industry.

Best part of your job
Technology changes at such a rapid pace that no year is ever the same. I get to work with some of the world's largest organizations on strategic projects daily.

Latest accomplishment
I am currently training for a half marathon in the spring.

Best way someone could compliment you on your work
From a client perspective, renew their IDC contract.

Interests outside the office
Fishing and running.

Family
My wife Melissa and I have a daughter Katherine who is 3 ½.

Most rewarding thing you've ever done
I think our adopting our daughter Katherine from China is one of the most rewarding things I have done. She is a great kid and has brought a lot of joy to our family.

What is the last good deed you did?
My wife and I are actively involved with a student-run organization from Brown University named China Care Brown. China Care helps raise money for Chinese orphans in need of medical procedures.

IDC's ***Stephen Clifford*** *(l) celebrated his decade of service to the company at a dinner hosted by IDG Chairman* ***Pat McGovern.***

Favorite gadgets
Palm Pre and Garmin 405.

Favorite vacation spot?
Chatham, Mass.

Manager's profile
"Steve is the consummate client manager and almost fanatically aware of his customers' strategic research needs. I am constantly petitioned for him to work on different sales teams' accounts and manage their clients' research needs — cloning him is often mentioned! He is respectfully referred to as the "AskJeeves" of IDC for his knowledge of all the things IDC creates and translates that knowledge into a growing IT professionals client base."

– Joseph Loiselle, VP Global IT & Financial Advisory Services

Passes to Boston museums

As a corporate sponsor of the Boston Children's Museum and the New England Aquarium, IDG has a limited number of passes available — a maximum of four per person — to local employees or those visiting the Boston area. Send requests to world_update@idg.com. See the Local News Framingham/Boston section on IDG Central for updates on museum pass availability.

Classified ads on IDG Central

Employees worldwide can post their own For Sale, For Rent, Wanted, Services and Ride Share noticed in the Classified Ads section of IDG Central. Current listings include vacation rentals, cars for sale, Framingham, Mass.-area ride shares and student exchange opportunities. Go to www.idgcentral.com and click on the Classified Ads link in the People tab.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Hien Bui *IDG Vietnam*
Bob Carrigan *IDG Communications*
Markus Pilzweger *IDG Germany*
Karen van Velzen *IDG Netherlands*
Manijeh Zareian *PC World Iran*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

World Update/IDG Central
<idgwu_alert@idg.com>
01/18/2010 10:11 AM

To <susan_law@idg.com>
cc
bcc
Subject Couch DB webinar on Jan. 26; new IDG Central posts

Dear colleague,

Here are the links below to new posts on IDG's intranet, IDG Central. There will not be a PDF of IDG World Update published this week.

If you don't already have a password for IDG Central (www.idgcentral.com), request one at the site today.

New on IDG Central
IDG Netherlands tests iPhone publication
Company takes advantage of holiday season to test the waters for a possible new brand; early newsstand results have been promising.

Register for Couch DB Webinar
The IDG Worldwide Technology Council is sponsoring a live webinar on Jan. 26 on Couch DB, a a free and open source document-oriented database. The webinar will be recorded for on-demand viewing at a later date.

IDG Training Blog
Read "Oh, the Thinks You Can Think!" and comment on your ideas about innovation, creativity and being open to new ideas.

Writing Workshop: The Troubles We've Seen
Syntax Snarls, Part 2

Question of the Week
By what means have you made a donation to a Haitian earthquake relief fund? Click here for a list of organizations in need of financial donations.

Photo of the Day
Let it snow, IDC style

IDG World Update

25 JANUARY 2010
VOLUME 40, NUMBER 2

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG TechNetwork posts impressive gains in FY09

Revenue soars 300%, 185 sites join network, operations expand overseas

> *"Our overseas companies can also tap into an existing global pool of ad inventory so they can begin selling ads targeted to their local markets right away."*
>
> *— Mike Romoff, general manager*

Apparently someone forgot to tell the folks at IDG TechNetwork that there was a recession going on last year. The not-quite-two-year-old network, operated by the IDG Syndication and Networks business unit, racked up some very impressive results for the year including:

- Revenue growth of 300% from FY09 Q1 through FY10 Q1 (October-December).
- The addition of 185 global sites to its advertising network.
- Partnering with seven business units to expand the TechNetwork to Europe and Asia.

The New York-based company, which maintains an office in San Francisco as well, has also grown from its original launch team of 3 to 29 employees.

"The IDG TechNetwork has grown into a multimillion-dollar business in less than two years because it brings together the global credibility of IDG, a wide selection of high-quality tech sites and segmented audiences that see ads that are most appropriate for their interests," said **Peter Longo**, CEO, IDG Syndication and Networks, noting that its client roster includes market leaders such as Microsoft, Best Buy, AT&T, Symantec, Cisco, IBM and Dell.

IDGTechNetwork
NETWORKED TO PERFORM

An online ad network is a collection of Web sites that often do not have their dedicated sales teams but that wish to host advertising. The ad network owner sells advertising across the network and splits revenue with the various sites in the network. With

continued on page 4

IDG Netherlands shakes the Apple tree

Pre-holiday launch of one-time iPhone publication tests waters

Het beste voor je iPhone
www.logitech.com/audio
315° NW

The magazine's cover featured this hologram depicting three iPhone screens. The middle screen is a Logitech advertisement.

IDG Netherlands capitalized on the recent holiday season to generate an additional stream of user and advertiser revenue, while testing the waters for a potential new brand by publishing a one-off (for now) issue of iPhone Magazine.

Designed as a practical guide for iPhone enthusiasts as well as those considering their first iPhone purchase,

continued on page 5

Relaunches Macworld brands as an online-only product

IDG Netherlands stopped production of its Macworld magazine in 1998. Late last year, however, it relaunched the brand as a Web site (www.macworld.nl). According to Publisher **Jeroen Jonker Roelants**, it is IDG Netherlands' first modular Web site built on the CouchDB database technology. It is also the first project from the business unit's One Crazy Project program that arose from last year's employee survey (see sidebar page 5).

"Since the Apple brand has become stronger and stronger and our audiences wanted to know more about it, we had been talking about reviving the Macworld brand," Jonker Roelants said. "Thanks to recent technical innovations we could make that wish come true.

IDG Netherlands Country Manager **Lennard Hoogenraad** said, "Senior Web Developer **Sander van de Graaf** found out about CouchDB and decided to use his love of the Apple brand as a test case for whether

continued on page 5

Inside this issue

IDC's Rydning, Nguyen are Peacock Award winners *page 2*

IDG serving as lead sponsor for new BtoB social media awards program *page 2*

One on one: IDG Enterprise CTO, Online Ray Anderson *page 3*

Celebrating 20! IDG Sweden's Martin Wallstrom travels to South Africa *page 8*

IDC's John Rydning, Hoang Ngyuen named Peacock Award winners

LESLIE SHORT

(From left): IDC President & CEO ***Kirk Campbell****; Research Director, Hard Disk Drives* ***John Rydning****; Program VP/Worldwide Tracker* ***Hoang Nguyen*** *and IDG Chairman* ***Pat McGovern****.*

Program VP/Worldwide Tracker **Hoang Nguyen** and Research Director, Hard Disk Drives **John Rydning** received IDC's most prestigious research commendation, the James Peacock Memorial Award, at a ceremony in Framingham, Mass., on Jan. 20. IDC President & CEO **Kirk Campbell** and IDG Chairman **Pat McGovern** presented the annual award to the pair while dozens of IDC employees looked on and celebrated with a toast.

McGovern established the Peacock Awards for exceptional research quality in 1985 to honor the accomplishments of Jim Peacock, an IDC vice president for 15 years until his death in 1981. The award recognizes the employees who best follow Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients. IDC's vice presidents and senior vice presidents nominate employees for the award, and Campbell makes the final selections.

Nguyen, a 10-year veteran, has managed the Worldwide Tracker program for the past several years. "Our clients have told us that our Tracker products have become the gold standard in the industry, with no real competition if one actually plans to make business decisions based on the data received," read his nomination. "While he runs a collaborative organization and works with many other analysts in order to get his product out, he delivers a quality product that is always issued on time. The time pressures are severe, and, given IDC's decentralized nature, the challenges in delivering a unified and consistent data set are large."

Rydning, who joined IDC in 2005, is a frequent speaker at IDC conferences worldwide and has been nominated for analyst of the year by some of IDC's most demanding customers at several Global Research Account Council client meetings. "John's research illustrates his logical and insightful analysis and thorough processes," said one colleague. "He is an expert at taking complicated topics and breaking them into digestible chunks of fascinating analysis. In addition, John has great business aptitude and has been able to drive more than $1 million in revenue for IDC in 2008 and 2009."

For more information on the Peacock Awards write to Group Operations Manager ***Brenda Casey*** *at bjcasey@idc.com.* WU

IDG serving as lead sponsor for new BtoB social media awards program

IDG is the lead sponsor for a new social media marketing awards program that is being run by BtoB. The 2010 BtoB Social Media Marketing Awards will recognize excellence in seven categories including Best Use of Facebook, Best Use of Twitter, Best Use of LinkedIn, Best Use of Viral Video, Best Corporate Blog, Best Closed Community and Best Social Media Integrated Campaign (across more than one social channel).

Entries opened Jan. 18 and will run through Feb. 19. BtoB editors will choose a winner and runner-up in each of the seven categories and announce the results in their April 12 issue. The editors will also select their three favorite entries from among the winners in both a technology and non-technology category for two People's Choice awards. People's Choice winners will be selected by BtoB readers via online voting that will take place April 12 to 23. Winners of the People's Choice awards will be announced at a breakfast in May in New York, where all category winners and runners-up will also be recognized.

BtoB and IDG have launched a comprehensive digital and print campaign to promote the awards program. IDG will be using KnowledgeHub (www.idgknowledgehub.com), Twitter, LinkedIn and Facebook to spread the word.

BtoB
Social Media
Marketing Awards
2010
Sponsored by:
IDG
STRATEGIC MARKETING SERVICES

The program got its start last summer as a suggestion by IDG Chairman **Pat McGovern**. IDG Communications CEO **Bob Carrigan** passed it along to the IDG Strategic Marketing Services group, which mulled whether to launch the program itself or seek a partner. "Ultimately, we felt it might be difficult for IDG to be seen as a neutral organizer and BtoB could bring its credibility and marketing to the awards," said **Howie Sholkin**, director, communications & marketing programs. "This program represents the first time BtoB has partnered with an organization on the development of an awards program," he added.

"We are in the experimentation phase of social marketing so there's a lot to learn from marketers, agencies and media companies," explained **Matthew Yorke**, president of IDG Strategic Marketing Services. "An awards program will accelerate the sharing of what we've all learned as we move to more sophisticated marketing."

Contact Howie Sholkin at howie_sholkin@idg.com. WU

Previous James Peacock Award winners

Current IDC employees who are previous honorees: Mark Winther, Lloyd Cohen, Rebecca Segal, Richard Villars, Lee Doyle, Crawford Del Prete, Angele Boyd-Myers, Henry Morris, Brian Clarke, Carol Glasheen, Janet Waxman, Carl Olofson, Ray Boggs, Melanie Posey, Susan Feldman, John Daly, Rich Vancil, Amy Mizoras Konary, Luisa Bordoni, Danielle Levitas, Al Gillen, David Reinsel, Mike Gerard, Cindy Borovick, Kevin Kane and Alex Motsenigos.

the interview

ne on one

Ray Anderson
The chief technology officer, Online, at IDG Enterprise is this week's columnist. Reach him at randerson@idgenterprise.com.

> *"We've added 15 products and real-world code examples [to the G Worldwide Technology Council's code-sharing repository] to be shared throughout the participating business units and continue to receive positive feedback including accounts of time saving resulting from this open approach to sharing the technological assets developed by our colleagues around the globe."*

Q What does your job entail?

A I'm responsible for overseeing the technology and personnel that deliver our Web and mobile products in the IDG Enterprise [IDGE] business unit. My days are typically filled by discussions with Editorial, Sales, Finance, technologists, vendors and pretty much anyone who will listen to what's coming out of my mouth! I love this part of my job and take great pleasure in helping my colleagues transform their ideas into products and services that benefit our readers, our advertisers and the efficiency of our product and content delivery processes.

Q What are your main projects and challenges ahead in FY10?

A 2010 is a year of new products for the IDG Enterprise technology team. Over the past several years we've been implementing technologies that increase our agility. This year, more than any other, we'll be bringing those technologies to bear on name and lead capture, new advertising products, new revenue generating properties and extending IDGE's brands into popular conversation spaces. We'll be creating several new Web sites, mobile applications and integrations with social media properties. And if that weren't enough, we'll be working with [IDG VP/Technology Services] **Nancy Newkirk**'s audience development and technology development teams to automate several back-office functions such as vendor content management, e-mail effectiveness and internal reporting. It's shaping up to be a very exciting year for our team.

Q What's new with the IDG Worldwide Tech Council?

A The Worldwide Tech Council is coming along. We've got a membership of about 106 technologists from more than 15 countries signed up as members. We've added several features to the group's Web site including a more accessible code sharing tool, a forum for internal topics of interest and an updated news section.

We've been successful in starting up our technology best practice talks, completing three as of this week: an SEO best practices talk, a look at configuring Drupal for MySQL master/slave replication and an emerging technology report on CouchDB from IDG Netherlands' **Sander van de Graaf** on Jan. 26. The sessions draw about a dozen attendees per talk — a very manageable number — leaving the audience able to ask questions without things getting too unruly. We're hoping to double the number of best practices calls in 2010.

We've added 15 products and real-world code examples [to the code-sharing repository] to be shared throughout the participating business units and continue to receive positive feedback including accounts of time saving resulting from this open approach to sharing the technological assets developed by our colleagues around the globe. Perhaps our largest sharing effort to date has been with IDG Japan, boot-strapping their planned spring product and site launches with expertise and code that is intended to save significant development time and cost. Over the course of the year we'll continue to add code to the repository for use throughout all of IDG.

Q What are a few key new technologies or software programs that IDG's technical experts need to be sure they're familiar with?

A As Internet functionality has increased over the last decade, so have the number and sophistication of the tools used to build and deliver this functionality. This leaves a good bit of legwork for technologists who want to stay current with the ever-changing tools and techniques. Today's tools are much more sophisticated than those available as recently as five years ago. These new tools are purposely built for delivering Web functionality. They embrace logical techniques such as MVC (model, view, controller) programming, resulting in more robust functionality, implicit scale and time-saving frameworks for solving common problems. The good news is that time invested in learning some of the new techniques and technologies saves time, saves money and provides a more fulfilling development experience. There are several of these tools available at little or no cost. Ruby on Rails, Lift, Django and extensible CMSes such as Drupal are all commonly available. They not only provide access to higher level Web functionality but also offer incredible development effort time savings. Do more with less and do it faster! That's a winning formula!

Q What do IDG business units need to be doing to be sure they're attractive to advertisers looking to become more involved in the mobile space?

A In order for IDG business units to lead in B2B mobile we need to continually try new things, turning newly available mobile technologies into solutions that serve our readers and advertisers. We can't do that by only moving our Web content to handheld devices any more than we could by limiting our Web

continued on page 7

Coming up

European Media Management Institute
Internal training program for middle and senior level functional managers
Feb 2-4
Milan
Contact: laurie_butson@idg.com

IDC Mobility Conference
An IDC Germany event
Feb. 4
Frankfurt, Germany

Macworld 2010
An IDG World Expo event
Feb. 9-13
Moscone Center
San Francisco

Management Excellence Program
Internal training program for mid-level managers and emerging leaders
Feb. 9 - 11
Babson College
Wellesley, Mass.
Contact: laurie_butson@idg.com

CIO Perspectives
A CIO event
Feb. 10
Four Seasons Resort and Club Dallas at Las Colinas
Irving, Texas

Business Information Management Seminar
An IDC Mexico event
Feb. 11
Hacienda de los Morales
Ciudad de Mexico

Desktop Virtualization
An IDC EMEA event
Feb. 23
Radisson SAS Portman Square
London

Asian Financial Services Congress
An IDC Financial Insights event
Feb. 25-26
Raffles City Convention Centre
Singapore

Directions
An IDC event
March 4
Sheraton Boston Hotel
Boston

TechNet

continued from page 1

Back row (standing, l-r): ***Anurag Harsh****, VP, marketing, syndication and networks;* ***Keith Linden****, account executive;* ***Sean Buckley****, account executive;* ***Mike Romoff****, general manager;* ***Peter Longo****, CEO;* ***Jim Simon****, VP business development;* ***John Danielowich****, manager, publisher services;* ***Scott Harris****, account director;* ***Brian Gleason****, chief revenue officer;* ***David Riley****, sales associate;* ***Kira Kewley****, marketing coordinator;* ***Matt Anderson****, designer, creative services;* ***Angela Shin****, account director;* ***Alan Lai****, account executive;* ***Peter Mayer****, account director. Sitting (l-r):* ***Matt Levine****, account director;* ***Veronica Halbeck****, director Tech Network development;* ***Jennifer Yomogida****, account director;* ***Whitney Strang****, account executive;* ***Christine Fu****, business manager;* ***Miriam Talamini****, senior associate, publisher services;* ***Mike Evans****, account executive,* ***Tad Marron****, account director.*

the addition of the 185 new sites in FY09, the IDG TechNetwork currently represents some 275 Web sites that serve three key audiences: enterprise IT, technology enthusiasts, and gamers. The sites have been further segmented into 57 vertical channels such as cloud computing, small business, mobile, Apple and home entertainment.

Among the sites represented by the IDG Tech Network are the GigaOm Network (GigaOm, Earth2Tech, jkOnTheRun, NewTeeVee, Web Worker Daily); the ECT News Network (E-Commerce Times, TechNewsWorld, LinuxInsider, CRM Buyer and MacNewsWorld); Retrevo, Xconomy, and Linux Open Source Software Blog.

In addition, IDG business units in the U.K., Germany, Spain, India, Australia, Sweden and Denmark have joined the IDG TechNetwork in the past year. Staff at IDG TechNetwork have worked with staff at these business units to create their own local ad networks, shared sales materials and presentations and helped to manage ads. "Our overseas companies can also tap into an existing global pool of ad inventory so they can begin selling ads targeted to their local markets right away," said **Michael Romoff**, general manager at IDG TechNetwork. "We are also working with some countries to help fill unsold inventory in their owned and operated sites," he said.

"IDG TechNetwork has recently begun to differentiate itself from other ad networks by offering its advertisers more custom marketing programs" said **Anurag Harsh**, VP, network development, syndication and marketing. In recent months it has extended social media marketing capabilities to advertisers. Using IDG Amplify, marketers can invite readers to comment and share opinions with the IDG TechNetwork or on leading social media Web sites.

Partnerships with two of the industries most well-known and prolific technology gurus — Jeff Pulver and Chris Pirillo — offers another key differentiator for IDG TechNetwork. "These two individuals have widespread social media followings, popular tech blogs and considerable influence on the direction of the tech industry as a whole," Harsh said. "They represent the IDG TechNetwork in marketing campaigns for our top advertisers," he said (see sidebar).

Visit www.idgtechnetwork.com or contact Anurag Harsh at anurag_harsh@idgsn.com. WU

Partnerships expand advertising options for TechNetwork clients

By negotiating partnerships with two of the tech industry's leading bloggers, IDG TechNetwork can now offer its advertisers a number of unique ways to bring their messages to their audiences, said **Anurag Harsh**, VP, network development, syndication and marketing at IDG Tech Network.

"Jeff Pulver, for example, allows our advertisers to interview him and post paid blogs on his site at www.pulver.com. He also allows our advertisers to accompany the paid blog with banner and text advertising. An advertiser's phone conversation with Pulver can be converted into a podcast and broadcast across the Web through social media sites. Thus, Pulver allows his tech celebrity status to be 'rented' by our advertisers for specific campaigns in which our advertisers can use his voice, following and celebrity to target specific technology audiences."

The partnership with Chris Pirillo (http://chris.pirillo.com/) is similar, Harsh said, though Pirillo also allows IDG TechNetwork advertisers to place ads in his Twitter tweets (http://twitter.com/ChrisPirillo). "He will also make his tweet into a paid ad and he does sponsored/paid blog posts for our advertisers and can create custom videos for our advertisers' products and post them to his YouTube channel (http://www.youtube.com/user/lockergnome) and across the Web," Harsh said.

Macworld

continued from page 1

(From left): IDG Netherlands Country Manager ***Lennard Hoogenraad****, Publisher* ***Jeroen Jonker Roelants*** *and Senior Web Developer* ***Sander van de Graaf*** *have brought back the Macworld brand.*

this kind of on-the-fly database publishing would work. It was his idea, he built it and now he and Jeroen run it."

According to van de Graaf, CouchDB takes care of aggregating all of IDG Netherlands' local content, so that site designers and editors can distribute it in different ways. "Using it, we don't need to alter any existing databases but can reuse the content in the easiest way possible," he said.

Jonker Roelants said the first version of the Macworld site was built "literally overnight. After that, we took two months to tweak it. Via Twitter we gathered a private alpha-user group to test the site." That group also chose the final homepage design out of four designs.

The new Macworld.nl combines repurposed articles and reviews by IDG Netherlands editors from Computer!Totaal, Gamez, Gadget, Webwereld and Techworld with Apple-related video, photos, facts and figures and headlines from other Web sites. If the budget allows, the team will add original Macworld content and may use elements they have built for their other Web sites such as a forum, a mini-social network and product capsules.

Jonker Roelants said the new Macworld site drew about 500 visitors per day even before the marketing campaign began. In addition "advertisers "seem to be enthusiastic about the comeback of this famous IDG brand in the Netherlands."

Asked about the chances of bringing back a print version of Macworld, Hoogenraad said, "Never say never, but for now we are not planning a print edition. I would rather develop a Macworld app, but first we have to see if there's enough pick up on the Macworld Web site."

Write to jjonkerroelants@idg.nl.

The IDG Worldwide Technology Council will host a live webinar about the CouchDB database system on Jan. 26 at 11 a.m. EST. To sign up, send an e-mail to **Laurie Butson** at laurie_butson@idg.com.

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iPhone magazine

continued from page 1

the magazine hit the streets on Dec. 17 and, according to **Jeroen de Jager**, deputy editor-in-chief, received a "massive welcome" from readers in both the Netherlands and Belgium. "During the last two weeks of December, iPhone Magazine was by far the best-selling computer magazine in the country!" de Jager said.

With a print run of 30,000, **Rob Koghee**, deputy managing director, said they hope to sell some 12,500 issues at newsstand outlets including bookstores, supermarkets, tobacco stores, hospitals, gas stations and others. While the company does not have a countrywide system to track sold issues, it does receive periodic sales figures based on sales at 10% of the outlets. "This figure indicates sales of some 15,000 copies, which would be a remarkable result, considering the cover price of 9.95 euros (US$14.40)," Koghee said.

The magazine's content, written by IDG Netherlands' freelancers, focuses on a variety of topics for both new and experienced iPhone users including:

- A step by step guide on how to use the basic features of the phone.
- Information on software and apps.
- Tips and tricks for getting the most out of the phone's battery, updating, troubleshooting, and choosing a different provider.
- Practical guides on how to use the settings, the built-in camera, e-mail and text messaging, and connecting to the Internet.

A unique feature of the magazine is a three-dimensional hologram of an iPhone on the cover, sized exactly like an iPhone. "It's very cool and kids – especially older kids like us! – love it," de Jager said. One of the three screens is actually an advertisement, sold to Logitech, along with a two-page spread in the magazine.

Overall, ad sales for the project were "satisfactory," Koghee said, noting that one challenge with one-off publications is that many advertisers adopt a wait-and-see attitude. "We tend to view this magazine as primarily a reader revenue opportunity," Koghee said.

As to why the team decided to go with a print publication rather than an online version, Koghee said, "While we fully endorse [IDG Chairman] **Pat McGovern**'s view on how to launch a new initiative — first as an online brand — in this case we had a few reasons to deviate. First, there currently exists in the Netherlands a very popular iPhone blog [iPhoneClub] with a huge online community; second we wanted to create a unique package of information that was a perfect gift all by itself or to accompany iPhones given as gifts during the holidays; and third, the difficult online ad market for Apple media products that exists in the Netherlands.

Koghee said they will analyze sales and reader and advertiser feedback as well as iPhone sales in the coming months and determine whether to publish future issues and/or roll out a dedicated online site.

Contact Jeroen de Jager at jdejager@idg.nl or Rob Koghee at rkoghee@idg.nl.

One Crazy Project idea yields results

According to **Lennard Hoogenraad**, IDG Netherlands country manager, his group's One Crazy Project program came out of the annual employee survey.

"IDG really needs to be innovative and think out of the box," he said. "One of the suggestions from the employee survey was to assign some working hours to 'crazy stuff,' projects that are innovative but useable. The management team decides on the 'craziness' of the idea. We try projects that feel good, fit our business strategy and preferably make use of new technologies. At first these projects may have no outline, business model or planning. If [illegible] workable project materializes we come up with the plan and business model."

noteworthy people

Promotions

Romoff

IDG Tech-Network VP, Syndication and Networks, **Mike Romoff** is now general manager, responsible for all operations, finance, marketing and publisher services/ development. "Mike has been a fantastic contributor to our business," said **Peter Longo**, CEO, IDG Syndication and Networks. "He has transformed our advertising platform to a fully operational one that encompasses CPM, CPC, lead gen, contextual, behavioral, video and data advertising campaigns. He created our financial operations structure and in our early days built financial models that we still use today. He also created our initial third-party network business, which has grown to be one of the largest revenue contributors to our company. Perhaps most significantly, Mike will retain his title of 'Mr. Wizard.' He has been the man we all turn to when we need a solution to almost any wacky idea we've sold and need to make happen. We can all look forward to the many times in the future he will use his skills to make the impossible happen." *michael_romoff@idgsn.com*

Brian Gleason, **IDG TechNetwork** VP, Sales, is now chief revenue officer and will lead all sales, business development and marketing activities for both IDG Tech Network and IDG Syndication. "Brian's impact on our revenue success has been enormous," Longo said. "He has helped increase our revenue more than tenfold since July 2008. He has assembled what I consider to be the finest sales team in our company and our marketplace; he has traveled tirelessly and been a fantastic field presence to our advertisers and partners. He has also brought a sartorial sense to our team reminiscent of his days at the University of Connecticut as a fashion major. More than anything else, Brian has become a partner we can all rely upon in the business to drive toward our topline number and to be a fair and honest manager." *brian_gleason@idgtechnet.com*

New employees

IDG Enterprise's Custom Solutions group has hired **Corissa Donaghy** as a program coordinator. She was previously a field sales administrator with Nortel, supporting a team of 35 sales professionals. She earned a B.S. in marketing and finance from North Adams (Mass.) State College and an M.B.A. from Boston's Northeastern University. "I enjoy spending time with my two daughters, and I try to travel with them whenever I can." *cdonaghy@idgenterprise.com*

IDG WORLD UPDATE

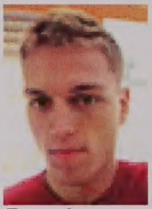
Herring

Previously a part-time editorial assistant at **GamePro**, **Will Herring** joins the staff full time. He studied motion picture and television screenwriting at San Francisco's Academy of Art University and enjoys writing, drawing and coffee. *wherring@gamepro.com*

IDG WORLD UPDATE

Swanson

PC World's new online business intern is **Nicholas Swanson**. He holds a B.A. in marketing from the University of Washington and is currently working toward an M.B.A. from San Francisco State University. He also works as Web director for the Chris Elliott Fund, which supports brain cancer research, and enjoys soccer. *nicholas_swanson@pcworld.com*


Trommler

Jan Trommler joins IDG Germany's **Tecchannel.de** as a content management trainee where he will be writing news articles and creating a product capsule database. He holds a degree in IT engineering from the University of Applied Sciences in Zwickau, Germany. In his free time he enjoys going to gym, movies, gaming and spending time with friends. *jtrommler@tecchannel.de*

Previously an intern at Glam Media GmbH, **Sebastian Nissen** is now a content management trainee at **IDG Germany** in Munich. He earned a B.A. in media and communications at Germany's University of Passau and enjoys playing basketball, collecting soul records and "being offline to enjoy a real social life." *snissen@idgbusiness.de*

Halbinger

Maximilian Halbinger is also a new content management trainee at **IDG Germany**'s Computerwoche. He previously worked in help-desk support and Web page creation at JFF. He holds a degree in media from Ludwig-Maximilians-Universität München in Munich. In his free time he enjoys board and video game, inline skating, audiobooks and sports. *mhalbinger@idgbusiness.de*

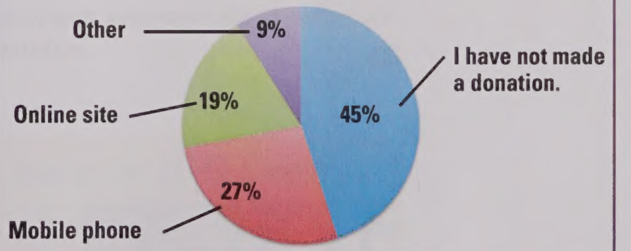
Copy Editor **Colleen Barry** comes to **CXO Media** from Gatehouse Media where she was responsible for the editing and layout of three weekly community newspapers. She holds a B.A. in political science and English from the University of Massachusetts/ Boston and enjoys reading, baking and following the Boston Red Sox. *cbarry@idgenterprise.com*

Previously group associate publisher, Technology, **Gabe Rogol** is now **PC World/Macworld**'s new director of sales. He holds a B.A. in comparative literature, Russian language and literature from Brown University in Providence, R.I. Away from the office he enjoys "productivity methodologies, yoga and family." *gabe_rogol@pcworld.com.*

Please note: Any business unit wishing to include news about hires, transfers, promotions or employee awards is invited to send the appropriate information to at world_update@idg.com.

Question of the Week results

By what means have you made a donation for Haitian earthquake relief?



Log on to www.idgcentral.com to vote on this week's question: **Bill Gates sent his first tweet last week. Are you likely to join his growing list of followers?**

Writing Workshop series tackles syntax

IDG Central's resident grammar experts, Senior PC World Copy Editor **Steven Gray** and his retired colleague Barbara Lewis, guide readers on how to improve their writing. This week, the Syntax Snarls series continues with examples of sentences with flawed syntax and suggestions for how to improve them.

Check the Writing Workshop link on the home page of www.idgcentral.com.

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Cheryl Crivello *IDG Enterprise*

23
Claudette Sears *IDG Research Services*

20
Seanna Maguire *IDC*

17
Shane Rau *IDC*
Laura Nurzynski *IDC*

16
Joe Mola *IDG Enterprise*

15
Richard Bailey *IDG U.K.*
Paul Krill *InfoWorld*
Patricia Chisholm *IDG Enterprise*

13
aron Gartenberg *Computerworld*
Enkutatash Gubaie *IDG Enterprise*

12
Kevin Ebmeyer *CXO Media*
Mike Barbato *IDG Enterprise*

11
Jonathan Holmes *IDC U.K.*
Daniel Sjöholm *IDG Sweden*
Rebecca Bogart *InfoWorld*
Matthew Yorke *IDG Strategic Marketing Services*

9
Dorota Chrisp *IDC U.K.*

7
Fumiaki Azegami *IDG Japan*
Lisa Schmeiser *InfoWorld*
Diane Gittlen *IDG Enterprise*
Grant Gross *IDG News Service*

6
Stacy Crook *IDC*
John Volupas *Computerworld*
Susanna Hinds *IDG*
Danielle Tetreault *IDG Enterprise*

5
Jason Holman *IDC*
Veryl Wilcox *IDC*
Susan Murray *IDG Enterprise*

4
Alison Brooks *IDC Canada*
Terry Hou *IDC China*
Lisa Glover *IDG Global Solutions U.K.*
Mathias Ekstrand *IDG Sweden*
Matthew Davis *IDC*
Rikard Bergqvist *IDC Nordic*

3
Angela Forgione *IDC Canada*
Joanna Golaszewska *IDG Poland*
Aldolfo Becerril *IDC Mexico*
Tsutomu Suganuma *IDG Japan*
Nori Richens *IT World Canada*
Christian Montminy *CXO Media*
Daniel Doherty *IDG Enterprise*
Erica Foster *IDG Enterprise*
Julie Gregg *IDG Research Services*
Jenna McGuirk *IDG Enterprise*

2
Matthew McCormack *IDC U.K.*
Russell Fairhurst *CXO Media*
Diana Cooper *IDG Enterprise*

1
Russell Kearney *IDG U.K.*
Fabricio Alves Azambuja *IDC Brazil*
Karen Werner *IDG Enterprise*

Please send anniversary information to world_update@idg.com.

Photo of the Day submissions wanted

G employees worldwide are invited to send submissions for the hoto of the Day feature on the home page of IDG Central. This feature is intended to show a quick "slice of life" related to any IDG activities — an event, a moment at the office, a candid shot of employees at a conference, etc. Submit a photo (or two) and a brief description to idgcentral@idg.com.

One on one

continued from page 3

properties to online versions of our print content. We need to take advantage of the value proposition inherent in the fact that this medium is most portable of any medium we've seen to date, and it includes device functionality that's never been available to the desktop/laptop. Mobile lead generation appears to be a key opportunity for a number of reasons. Lead gen serves our existing customer base well. We'll need to have products in this space as more of our advertisers try to move more of their spending from the lap to the hand. To get there, we're going to have to keep trying new things to see what resonates with audiences and advertisers.

Q **What are the key challenges/benefits of collaborating on technology projects across business units? Are there any promising projects in the works?**

A In 2010 we hope to complete a "joint build" by forming a project team of multi-business unit resources that will construct a new product for the participating BUs. We've had a number of ideas shared through the council for builds of page view/revenue/lead generation products that would be "built to be shared" — eliminating the need to adapt the work of others to the problem at hand. We'll be presenting to the European country managers in February to identify a target product and to enlist the resources required for the build.

Many thanks to [IDG Global Knowledge Exchange Director] **Julie Lynch** and [Director, IDG Training and Development] **Laurie Butson** for their support in helping this grassroots effort off the ground and insuring it continues to contribute value to our business units.

Visit the Web site (http://tech.idgenterprise.com) and sign up for an account if you're in tech and would like to participate in the Tech Council's activities.

Buy, sell and swap on IDG Central

If you've recently looked in your garage, basement or coat closet and thought, "I should sell some of this stuff!" and if the thought of organizing that made you want to take a vacation, then **IDG Central's Marketplace** section of classified ads may be the solution for you.

The Marketplace section has post-it-yourself classified ads that can be accessed by IDG employees worldwide. Current ads include vacation rentals in New Hampshire and Cape Cod and people looking to share commuting rides. Employees can also post For Sale and Wanted ads..

Go to www.idgcentral.com and click on the People tab at the top of the page and then Classified Ads.

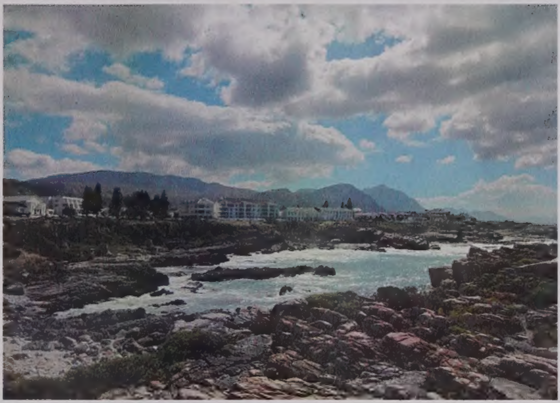
celebrating 20!

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. Computer Sweden Senior Writer ***Martin Wallstrom*** *traveled to South Africa with his wife and son in November 2009.*

Wallstrom

Joined IDG Sweden: Oct. 2, 1989. I started as editor of the former business section. Since then I have worked as a reporter, in different roles, most recently as a senior writer at Computer Sweden.

Career path: I have gone from mostly writing about business issues, to management, governance and enterprise systems.



Hermanus was a nice surprise, with a small, wild natural park just outside the hotel, with very nice sunsets in the evenings.

Why I chose this trip: I have heard many positive things about South Africa, about the beautiful nature and friendly people. My wife is a big fan of Stellenbosch wines. So it seemed the perfect place to be this time of year, in contrast to the cold Nordic climate.

Trip highlights: We started in northern Cape Town, relaxing and adapting to enjoying the sunny weather. Then we headed east by car to Swellendam, one of the oldest towns in South Africa, and then up to the Langeberg Mountain Range, after which we went down to the south coast to Knysna. Then we went to Mossel Bay, famous as having one of the first beaches discovered by the Portuguese in 1502. After that we went to Hermanus, famous for its whale watching, and, indeed, we saw some Southern Right Whales, among others, right out our hotel windows. Then we headed back for Kalk Bay, in the south of Cape Town, from where we visited the Cape of Good Hope, among other places.

This is part of the Camps Bay beach, south of Cape Town, with the Twelve Apostles in the background.

This is taken from Cape Point, Cape of Good Hope, on a windy day, as can be seen from the ocean waves, and the view is magnificent.

Stellenbosch might be most famous for its wines, but it also has scenic vistas surrounded by mountains. This picture was just taken outside one of the biggest vineyards, Spier.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Ray Anderson *IDG Enterprise*
Brenda Casey *IDC*
Anurag Harsh *IDG Syndication and Networks*
Lennard Hoogenraad *IDG Netherlands*
Jeroen Jonker Roelants *IDG Netherlands*
Rob Koghee *IDG Netherlands*
Martin Wallstrom *IDG Sweden*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

IDG WorldUpdate
1 FEBRUARY 2010
VOLUME 40, NUMBER 3
PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE
WWW.IDGCENTRAL.COM

think tech,
think IDG »
IDG

New marketing campaign touts IDG's digital expertise

Think tech; think IDG. That is both the tagline and the goal of IDG's newly launched marketing campaign, appearing online at BtoB and Ad Age beginning this week.

INTRODUCING the leader in tech MEDIA

The aim of the campaign, which will run four different pieces of creative over 12 months, is to educate tech marketers and agency buyers about IDG's digital products and services and change the way people think about the company.

"IDG is well-known as a leading tech publisher; with this campaign we are encouraging this audience to think about us as category leaders in the online, social media, ad network and lead gen space," said **Matthew Yorke**, president, IDG Strategic Marketing Services. "This campaign is about brand recognition and retention. The design was meant to be clean, crisp and clever, and our goal is to capture our audience's attention before they realize that they are looking at an IDG ad."

The campaign touts various aspects of IDG's online expertise including targeted lead acquisition, conversational media and the world's leading technology ad network.

The ads are intended as a call to action; readers who click on them will be directed to the IDG Global KnowledgeHub site (www.idgknowledgehub.com) where they will find more detailed information about the various online marketing programs IDG offers.

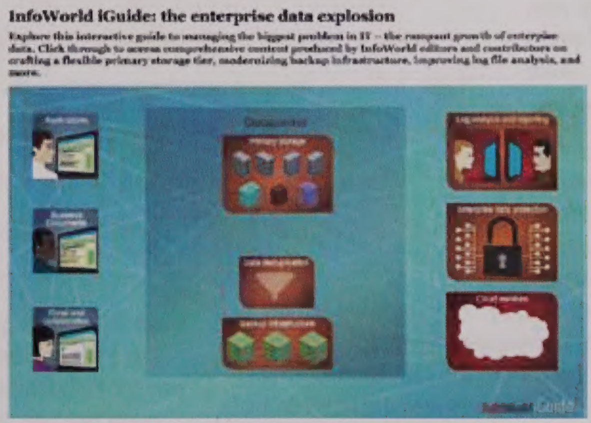
The "Think tech; think IDG" campaign was produced by IDG Communications' new design agency Tocquigny. "After a rigorous four-month review process led by [Digital Marketing Manager] **Teresina Cardamone** and [Director, Communications and Marketing Programs] **Howard Sholkin**, we are delighted to bring Tocquigny on as our new agency. Tocquigny brings to the table a team of experts in analytics, design, writing, copy and innovation," Yorke said. To see a sample of the first ad, click on http://www.tocquigny.com/idg_banners/.

Write to: teresina_cardamone@idg.com.

InfoWorld testing sponsorable editorial content model

InfoWorld.com is two months into an experiment with a new sponsorable editorial content model called the iGuide, a Flash-based gateway to comprehensive content, which the InfoWorld team hopes will be a lucrative source of revenue and lead generation in FY10.

The InfoWorld iGuide to the Enterprise Data Explosion (http://tinyurl.com/ybdbs9o) is part of InfoWorld's Data Explosion channel, which debuted late last year. The iGuide helps readers learn to manage the rapid growth of business data with a useful selection of free content created by InfoWorld editors and contributors, including Deep Dives (InfoWorld's comprehensive, downloadable PDFs that drive registration) webcasts, articles and InfoClipz videos. Readers can click through the interactive guide to access comprehensive content on a variety of topics such as crafting a flexible primary storage tier, modernizing backup infrastructure and improving log file analysis.


InfoWorld iGuide: the enterprise data explosion

Explore this interactive guide to managing the biggest problem in IT -- the rampant growth of enterprise data. Click through to access comprehensive content produced by InfoWorld editors and contributors on crafting a flexible primary storage tier, modernizing backup infrastructure, improving log file analysis, and more.

The interactive iGuide concept will be rolled out to two other InfoWorld channels later this year.

A click on backup infrastructure, for example, leads to a new page with a short description of a webcast and a PDF on the subject, each currently

continued on page 5

Inside this issue

Macworld releases first book apps for Superguide series *page 2*

One on one Antti Oksanen of Finnish partner Talentum Media *page 3*

Revamped PC-WELT tool tests users' DSL providers' speed *page 4*

Celebrating 10 IDC's Amy Kelley *page 8*

Macworld releases first book apps for Superguide series, more planned

After getting its feet wet in the iPhone application pool with the August release of its AppGems app, Macworld jumped in the pool late last year, releasing its second and third apps, both based on its successful series of 11 educational Superguide books. The iPhone & iPod Touch Superguide app, launched in November, costs US$4.99 and has sold just under 2,500 copies to date. The Digital Photo Superguide app, released in late December, is also $4.99 and has sold about 100 copies before any marketing has begun.

"We are planning to have an app for all of our Superguides," said PCW/MW VP, Business Development **Ulla McGee**. "We worked with a third party, Lexcycle, to create the iPhone Superguide app, which turned out to be a relatively simple process."

iPhone & iPod Touch
Superguide
Macworld

"Books are very popular in the App Store, so this is yet another way for people to consume our content," explained McGee. While readers can continue to buy the bound-book version of the iPhone or Digital Photo Superguide or download a PDF of it, "this is portable," McGee said, "so you don't have to open up a PDF on your laptop or carry a book around with you." (The apps are less expensive, as well. The 172-page iPhone and 136-page Digital Photo Superguides cost $12.95 for a PDF or CD version and $24.95 for the book version.)

McGee said that the internal resources required to create the book apps were minor and that, working with Lexcycle, the iPhone app took about a month to build. "The most time-consuming part is converting the book content from an InDesign format to an Epub file format," McGee said. "The Epub file format has to be just right for Lexcycle's Bookbinder service to be able to convert it into a first-class iPhone application. (The Superguide apps use Lexcycle's Stanza reading features such as variable font size, landscape view, zoom and search.) McGee said her team had to "spend a little bit of time troubleshooting and bug fixing, but now that we know the pitfalls in the conversion process, we fully expect it to run more smoothly with every book app we build."

> *"Book apps connect us even more with the mobile ecosystem. The iTunes store concept and the lightweight production on our end gives us a great opportunity to grow our reader revenues, get our brands on the deck of iPhones and iTouches and learn more about the behavior of our mobile audience."*
>
> *— Stephan Scherzer, EVP, GM, PC World, Macworld*

The iPhone Superguide app is a straightforward manual for the iPhone and iPod Touch, including details on the 3.0 OS update and the iPhone 3GS, written by Macworld's team of editors. Users get detailed instructions on mastering the most important features on their iPhone or iPod Touch, as well as a few hidden ones, including customizing settings, getting the most out of battery charge, connecting to wireless networks while keeping their data secure, working with music and movie files, converting DVD video files into an iPhone-compatible format and many more.

Digital Photo
Superguide
Mw

The editors also provide troubleshooting tips and recommend the best third-party apps.

The Digital Photo Superguide offers latest insight and advice for every aspect of digital photography on the Mac. Users shopping for a new camera will get useful guidelines for picking the right one for their needs. The editors offer advice and tips on taking better photos, as well as the best ways to organize and back up a photo collection, print photos, scan old negatives and slides and much more.

McGee said other IDG business units in the U.S. could easily create their own book apps. She said she wasn't sure, however, if Lexcycle's Bookbinder service is available in other languages. While there are no upfront fees to use Lexcycle's tool, Macworld has to share a small percentage of sales revenue with Lexcycle, and, as with any iPhone application, Apple gets 30% of every app sold.

"Book apps, based on our high-quality editorial content, are another great publishing platform and connect us even more with the mobile ecosystem. The iTunes store concept and the lightweight production on our end gives us a great opportunity to grow our reader revenues, get our brands on the deck of iPhones and iTouches and learn more about the behavior of our mobile audience", said **Stephan Scherzer**, executive VP/general manager, PC World and Macworld.

For more information contact Ulla McGee at ulla_mcgee@pcworld.com.

one on one the interview

Antti Oksanen
The director, Content and Partnerships, of IDG's license partner in Finland, Talentum Media, is this week's columnist. Reach him at antti.oksanen@talentum.fi.

Q What is the IT media environment like in Finland, and how is Talentum positioned within it?

A In terms of enterprise audience, we (Tietoviikko and CIO) are the only IT print player left in the market. On the consumer side, the competition that MikroPC faces is much harder. Not surprisingly, Tietoviikko's competition has moved to the online and event spaces. The competitors have regrouped around local business dailies and play the volume game, whereas we are the category leader. This is a good position to be in, because advertisers come to Talentum for quality audience and lead generation, which gives us leverage in pricing.

In terms of overall market, the last year was very tough for our IT brands as well. Tietoviikko has historically relied on strong recruitment sales, and that market is still very weak. We expect a slow recovery this year but not on old terms. You have to be very active and innovative in both sales and editorial in order to engage users and advertisers in new ways. By this I mean creating new solutions that mix our content with advertiser and partner content as long as the latter is of top quality and the context works from the user's perspective.

Q As a new member of the IDG Connect group of business units, what are your expectations for this side of the business?

A We are still on the ramp-up phase, so I do not have actual results to share yet. So far we have been busy making Talentum's customer data structures compatible with Connect. There is a lot of translation and integration work involved, but I believe we will be up and running next month.

We do have high hopes for Connect as an outsourced lead gen platform because Talentum's proprietary systems do not support this kind of business that well. Our goal is to cement the leadership in B2B lead generation in Finland before the local competition really awakens. Lead gen is still a new business area in the Finnish market, and our partnership with IDG clearly provides us with a competitive advantage here.

Q What kinds of mobile initiatives is the company experimenting with?

A Naturally, we publish mobile sites that are just light versions of the Web sites. We also offer branded news widgets on Nokia's mobile portal Ovi Store. The widgets are free downloads for now, but over time we should be able to add value-add features such as location sensitivity which justify charging for them.

In general, mobile user demand is there, but advertisers are not. So it is tough to make the numbers work in the current environment if you want to invest more. Having said that, I am sure the business model will be there for mobile, and it will be paid content/subscription driven.

Q Talentum's online business has seen significant gains over the past year. What is your team doing to achieve success?

A Well, I think we could always do better, even in the current market. For the Talentum company as a whole in 2009, the online audience (weekly uniques) grew by 10% and page views by 22% compared with 2008. I'm happy to say MikroPC had the highest user growth (34%) among all of Talentum's brands.

For us, the big question is how we manage the shift from print to online. We have already cut the number of print issues, which gives us a chance to re-allocate editorial and sales resources. However, online requires new kinds of skills in areas like content aggregation and consultative sales. That is why we have started an internal reorganization to establish online-specific teams across functions. This gives us more flexibility and the tools to capitalize on the market opportunity. I think that is one key to success.

Q The Microsoft Arena microsite was the first of its kind in Finland. Can you describe it, and do you have plans for others?

A Arena is based on the Talentum Partnership Web site model, and it has been a very encouraging experience, thanks to the great editorial team at Tietoviikko. The site, which targets corporate users of Microsoft products, contains a variety of content including straight news stories, blogs and video and more. Much of the content is produced by Microsoft, but Tietoviikko editors have editorial control over all the site's elements. Users can comment on any of the content elements, which gives Microsoft an effective way to engage in a two-way dialog with its target audience. It was a big sales effort as well, it took us nearly a year to bring it home. The local Microsoft office was mainly concerned about the workload and having a presence in a neutral editorial environment, but now they clearly see the benefits. In terms of traffic goals, we have overdelivered. We are currently talking with several other clients about partnership sites, also under other Talentum media brands.

continued on page 7

Talentum Media at-a-glance

Location Helsinki, Finland

Signed licensee agreement with IDG 1983

Products CIO, MikroPC (PC World title), Tietoviikko (Computerworld title), Uratie (Recruitment insert/Web site), IDG Connect (lead generation)

Web site www.talentum.fi

Number of employees who work on IT brands About 20

Revamped PC-WELT tool tests users' DSL providers' speed

Launched in 2007, PC-WELT's Speedmeter.de tool gives online users a way to test the speed of their provider's DSL access with just a few clicks. Although about 2.7 million speed tests have been carried out by users, at two years old, it was time for a site overhaul, said Project Manager **Markus Pilzweger**.

"Last year we started to improve the service with a new layout, more features and dedicated resources from our Web site management team to strengthen Speedmeter's management and revenues," he said.

PC-WELT's Speedmeter team consists of (l-r): Project Manager ***Markus Pilzweger****, Senior Software Application Developer* ***Martin Eckhardt****, Multimedia Manager* ***Michael Braun****, Software Developer* ***Moritz Keckstein*** *and Multimedia Manager* ***Rainer Bachmaier****.*

Besides Speedmeter PC-WELT also owns the international speed test www.speed.io, which works with a Flash application. "We wanted to combine the best of Speedmeter, and Speed.io for a great user experience," Pilzweger said. "That's why the new Speedmeter is based on Flash and includes a geo-tagging function."

To test their DSL connection, users click on a 'Start Speed Test' button. Using special algorithms in data testing packages on data center servers worldwide, the service tests the user's DSL/broadband connection and provides the speed results. Users can now learn at a glance which DSL provider could potentially give them a faster connection and with one click also learn more about their provider and its DSL offerings.

New to Speedmeter is the geo-tagging function. Based on the address information users provide with their registration, Speedmeter automatically offers data on other providers. "People can see which provider is the fastest in their city," Pilzweger said. "We plan to make this service even more accurate by integrating city streets into the function."

Test results can now also be shown as a Flash graphic that can be integrated into blogs or online forums. "This promotes the Speedmeter brand and generates backlinks to the main Speedmeter site," Pilzweger said. "Our speed test is a community-driven service, and it only will be successful if we have a strong voice in every important community." PC-WELT also started Speedmeter Facebook and Twitter pages as a way to disseminate news and information about the test site. "We can also use this service to launch special sweepstakes or similar projects," Pilzweger said.

The Speedmeter service is free. Users who do not register with the site can only test the speed of their DSL connection. Registered users — currently numbering nearly 170,000 — get additional services such as their speed test histories, DSL provider profiles and the suggestions for other providers. Speedmeter also shows the access speed of other users that have the same provider. Registered users also receive a Speedmeter newsletter that PC-WELT can use for special promotions. (Registering users need only provide their name, mailing address and a password, as well as the name of their current provider and their current access speed, e.g., 16M bit, 50M bit.)

Speedmeter also offers a community forum where registered users can share tips, experiences and opinions on their DSL providers and equipment.

Pilzweger said the audience for Speedmeter, which has no print component, is largely advanced home and small-business users "who want to know if their actual speed matches the rate given by their provider, and, if not, which other connection or ISP would be better and how to get it. That's why we also deliver the best DSL offers and advertisements on the site."

Revenue is also generated through integration of Google Adsense and performance advertising, Pilzweger said. Other IDG business units interested in adapting Speedmeter can find a smaller version of it at http://www.pcwelt.de/computerundtechnik/dsl_voip/dsl/. "We can easily integrate different layouts or logos," Pilzweger said. Contact IDG Magazine Media Publisher **Canio Martino** at cmartino@idgmagazine.de for details.

One of Speedmeter's biggest competitor is Computerbild.de, an IT portal that also offers a speed test. "The main difference between us is that we measure the maximum number of possible browser connections, and they do not," Pilzweger said. "Our test is also more user-friendly – you get everything you need to know from the first test-results screen and don't have to click through several results pages. Also, we offer provider suggestion, such as 'With X provider your speed would be 2.5 times faster than with your current provider.'"

For more information contact Markus Pilzweger at mpilzweger@pcwelt.de.

WU

iGuide

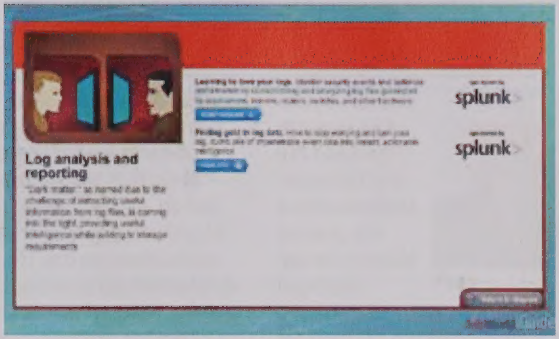
continued from page 1

sponsored by HP, the iGuide's first sponsor. A click on either leads to a registration page the reader completes before accessing the content. Not all content is sponsored yet, though all is eligible. IBM and Splunk have also signed on; sponsorship packages are generally 30 to 60 days.

"I'd say the iGuide concept has been a great success," said IDG Enterprise VP/Group Associate Publisher **Sean Weglage**. "Lead goals have already been met, and the iGuide gives the clients relevant topics to sponsor and showcase who they are to our community."

"My goal is to create deep, high-quality content and drive registration," said InfoWorld Editor-in-chief **Eric Knorr**. "As you might imagine, there is an inverse relationship between the depth of content and the number of readers it attracts. In order to fulfill InfoWorld's mandate to provide the best possible content for IT pros, I need a mechanism like Deep Dive, where a portion of sponsorship dollars go to content creation. This strengthens our brand and raises the profile of our extended family of expert contributors. The quality and depth of Deep Dive content from our contributors will be difficult to find anywhere else. "

The iGuide is promoted on InfoWorld's home page and on the Data Explosion main page, "but index page promotions have little effect," Knorr noted. "The power of this model is that we will be linking to the iGuide and individual content assets affiliated with the iGuide from related articles all over the site. This will be our best content for people serious about these technology areas, and we want to highlight it at every relevant opportunity."



Clicking on one of the main sections on the iGuide page leads to sponsored content, such as webcasts or PDFs.

Knorr said his team tested the iGuide concept on the Enterprise Data Explosion channel as a way to help define what they meant by "enterprise data explosion. "We looked around and saw that the two big trends of the day, cloud computing and mobile tech, seemed to have so little to do with the core issues that concern IT professionals. We think the biggest problem faced by IT is the exponential growth of data and the resources required to manage it. This is something new for us – naming a trend rather than jumping on one quickly, as we did SOA or virtualization. So we felt we needed a high-level architectural view of what we mean by the Enterprise Data Explosion – and the iGuide provides that."

The InfoWorld team is currently constructing an iGuide on Security to launch in late March, and a Desktop Virtualization iGuide will debut in late May.

Write to eric_knorr@infoworld.com or sean_weglage@infoworld.com.

iGuide contributors

InfoWorld Editor-in-chief **Eric Knorr**, who sketched out the concept of the iGuide, credits the following colleagues for their roles: Audience Development Specialist **Jeannette Gonzales**, who came up with the original idea of creating editorial assets for lead gen purposes; Executive Editor **Galen Gruman**, who created Deep Dive branding, the PDF template and the Deep Dive index page; IDG Enterprise VP/Group Associate Publisher **Sean Weglage**, who named iGuide and former design director **Ben Barbante**, who did the Flash design work.

Coming up

Macworld 2010
An IDG World Expo event
Feb. 9-13
Moscone Center
San Francisco

Management Excellence program
Internal training program for mid-level managers and emerging leaders
Feb. 9 - 11
Babson College
Wellesley, Mass.
Contact: laurie_butson@idg.com

CIO Perspectives
A CIO event
Feb. 10
Four Seasons Resort and Club Dallas at Las Colinas
Irving, Texas

Business Information Management
Seminar
An IDC Mexico event
Feb. 11
Hacienda de los Morales
Ciudad de Mexico

Desktop Virtualization
An IDC EMEA event
Feb. 23
Radisson SAS Portman Square
London

Asian Financial Services Congress
An IDC Financial Insights event
Feb. 25-26
Raffles City Convention Centre
Singapore

Directions
An IDC event
March 4
Sheraton Boston Hotel
Boston

Premier 100: IT Leaders Conference
A Computerworld event
March 7-9
JW Marriott Desert Ridge Resort
Phoenix

IDG Marketing Summit
An IDG and IDC event
March 9
Ritz-Carlton Hotel
San Francisco
Contact: nelva_riley@idg.com

IT In Government
An IDC Ireland event
March 9
Dublin, Ireland

CIO Perspectives
A CIO event
March 10
Philadelphia

noteworthy people

Promotions

Sullivan

PC World Senior Associate Editor **Mark Sullivan** is now a senior editor. "Mark is the hardest working man in show business and tech journalism," said Senior Editor **Anne McDonald**. "When not playing with the band The Toiling Midgets (http://www.grifterrec.com/midgets/toiling.html), Mark is one of our strongest producers of quality features. He's won awards, broken investigative ground, takes the lead on amusing PC World fans on our Facebook page and is one of the staff's greatest idea fountains." *mark_sullivan@pcworld.com*

Mies

IDG WORLD UPDATE

Ginny Mies, previously **PC World** staff editor, is now assistant editor. "The recent inclement California weather is due to the hard work of Ginny Mies," said Senior Editor **Tim Moynihan**. "Over the past year-plus, Ginny has unleashed a category-4 storm of cellphone coverage that has left PC World readers flooded with great content. Please advise all competitors to board up their windows and head for the hills." *ginny_mies@pcworld.com*

New employees

Liu

Leon Liu joins **IDC China**'s Beijing office as a senior account manager for sales. He was previously manager of the new business department with Remec Himark Telecom Ltd, taking care of account services and business development. He graduated from Harbin Institute of Technology with a B.A. in engineering in electrical systems and automation. His hobbies include badminton and basketball. *lliu@idc.com*

Zhang

IDC China has hired **David Zhang** as a senior market analyst with the Personal Systems group. Before joining IDC, Zhang held a similar title with GFK, where he handled PC-related market research programs. He holds a B.A. in business management from China's Shandong Financial Institute and an M.A. in economics from China's Northeast Financial College. In his leisure time he enjoys reading and playing the guitar. *dzhang@idc.com*

New at **IDC Malaysia** is Associate Market Analyst, IT Services **Loi May Ling**, who will be responsible for IT services analysis and research in the Australia and New Zealand markets. She previously worked for ANZ Bank in Australia, overseeing back-end customer information processes. A graduate of Sydney's University of New South Wales, she holds a professional certificate in accounting and a degree in economics from Flinders University in Adelaide, Australia. In her free time, she enjoys volunteer work, cycling and archery. *mlloi@idc.com*

IDC China's new senior research manager for vertical industry research and consulting is **Jessica Ding Jin**. She was previously a senior consultant with Accenture, specializing in market entrance strategies. She holds a B.A. in finance from Nankai University in Tianjin, China, and an M.A. from Simon Fraser University in Burnaby, British Columbia. Away from the office, she enjoys reading, music and painting. *jding@idc.com*

Byoung-Jik Lee joins **IDC Korea** in Seoul as a sales executive, overseeing the accounts for the LG Group, Korean telecommunications and hardware. Before joining IDC, he worked as a quality assurance and verification tester for IBM's localization service. He holds an M.A. in economics from Seoul's Kookmin University. During his free time he can be found exercising at the gym. *bjlee@idc.com*

Gian Carlo Binti is **IDC Indonesia**'s new Peripherals senior market analyst, responsible for the Australia and Philippines Consumables Trackers. He has worked in strategic planning for various IT and communications consultancies in the Netherlands and Indonesia. He holds a degree in communications and media from the Netherlands' INHolland University and an M.A. in international communications management from The Hague University in the Netherlands. In his free time he enjoys extreme sports, drumming and playing the guitar. *gcbinti@idc.com*

Pang

IDC Singapore has hired **Sherlin Pang** as a telecommunications research manager. She was previously a research manager with IDA handling household telecommunications surveys; she has also worked in product management for SingTel's corporate Internet services group. She earned a degree in economics from the National University of Singapore and an M.S. in social research methods from the London School of Economics. Away from her desk she enjoys sailing and backpacking. *spang@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

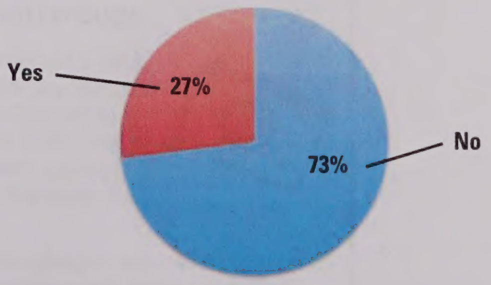
They're baaaack! Museum of Science passes are now available

As a corporate member of the Boston Children's Museum, the New England Aquarium and the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

IDG employees from the Boston area or any employees who are visiting the Boston area may request passes by sending an e-mail to world_update@idg.com and providing their name and business unit address. You may request up to four passes per venue.

Question of the Week for Jan. 25

Former Microsoft Chairman Bill Gates sent his first tweet last week. Are you likely to join his rapidly growing list of followers?



Log on to www.idgcentral.com to vote on this week's question:
What do you think of Apple's recently announced iPad?

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Karen Weston *IDC*

23
Paul Mercer
Enterprise Services Group
Kim Pennett
Enterprise Services Group

22
Gregg Pinsky *Computerworld*
Laura Sears Brady
IDG Enterprise

15
Natalie Eisner *IDC*
Barbara Simon *IDG Australia*
Julie Lynch *GPSC*
Julie Boudreau
IDG Human Resources

14
zef Muszynski *IDG Poland*
laudia Cavalleri
Nuov@Periodici Italia
Silvia Santi *Nuov@Periodici Italia*

12
Thomas Højrup Pedersen
IDG Denmark
Christian Moeller *IDG Germany*
Kathryn Zinn *IDG Enterprise*

11
Katerina Kasparova *IDG Czech*
Steffen Berchtold *IDG Germany*

10
Arthur Payne *IDG Sweden*
Bradley Nickerson
IDG Enterprise

9
Jan Hein Bakkers *IDC Benelux*
Henriette von Wangenheim
IDG Germany
Bärbel Zöger *IDG Germany*
Paul Edwards *IDC Canada*

8
mmy Cheung *IT World Canada*
igrun Rueb *IDG Germany*
Neal Silverman *IDG Enterprise*

7
Max Cooter *TechWorld U.K.*
Mike Gee *IDG Australia*

6
Naoko Ichiizumi *IDG Japan*
Ito Mimwi *IDC Japan*
Sharon Tan *IDC Malaysia*
Sverker Brundin *IDG Sweden*
Efrain Lopez *IDC*
Todd White *IDC*

5
Torgny Södrin *IDG Sweden*
Bernadette Jochum
IDG Germany
Sebastian Ruest *IDC Canada*

4
Lars Jacobsen *IDG Denmark*
Rune Pedersen *IDG Denmark*
Yukiharu Yorifuji *IDC Japan*
Helen Hajsterova *IDG Czech*
Celestine Tan *IDC Singapore*
Daniel O'Boyle Kelly
IDC Canada
Nicola Halpin *IDG Australia*

3
Hiroyuki Tsuzuki *IDC Japan*
Worajate Charoennish
IDC Thailand
Liawana Liswojo *IDC Australia*
Debashis Tarafdar
IDC Singapore
Mikael Salo *IDG Sweden*
Anna Lagercrantz *IDG Sweden*
Agata Kurón *IDG Poland*
Holger Stary *IDG Germany*
Simon Hülsbömer
IDG Germany
Ken Gagne *Computerworld*
Pamela Stenson
Computerworld
Tina Marfori *Computerworld*

2
Brian Jackson
IT World Canada
Sylvia Wunsche *IDC Benelux*
Sheila Lam *IDC Hong Kong*
Do-Young Park *IDC Korea*
Herman Mantel
IDG Netherlands
Alexandre Campos *IDC Brazil*
Lilianne Lima *IDC Brazil*
Jonathan Arber *IDC U.K.*
Sylwia Groszyk-Klukowicz
IDG Poland
Andrzej Maciejewski
IDG Poland
Malgorzata Polawska
IDG Poland
Daniela Kretschek
IDG Germany
Benjamin Friedman *IDC*
Shoji Fujikura *IDC Japan*
Hiroshi Shibutani *IDC Japan*
Alexis Bartiromo
Enterprise Services Group

1
Ming Lü *IDG Denmark*
Gerard Olsder *IDG Netherlands*
Jasper Bakke
IDG Netherlands
Wijnand Plekker
IDG Netherlands
Patricio Soto *IDC Chile*
Patrik Bihammar *IDC U.K.*
Regina Eggerstorfer
IDG Germany
Gregg Keizer *Computerworld*
Jason Fleckles
IDG List Services
Veronica Halbeck
IDG Technology

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

One on one

continued from page 3

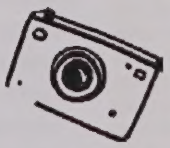
Q Have you been doing any experimenting with creating new user-generated revenue streams? If so, can you describe them?

A We are optimizing the media Web sites to drive traffic to our paid content side, i.e., Talentum Shop for books and training. Talentum's training business consists of more than 200 courses and seminars a year that we sell to all kinds of professionals groups, from law to IT. And let's not forget selling print subscriptions online. This is the quickest way to generate user revenue.

Q Have you been incorporating social media into your marketing offerings for customers?

A Yes, we have. In addition to magazine brands having their own Facebook and Twitter pages, last year we turned the whole top navigation bar on Talentum Web sites into a Facebook application to generate traffic. Almost 1,500 users have downloaded the app into their Facebook profiles.

Calling all office shutterbugs



IDG employees worldwide are invited to send submissions for the Photo of the Day feature on the home page of IDG Central. This feature is intended to show a quick "slice of life" related to any IDG activities — an event, a moment at the office, a candid shot of employees at a conference, etc.

Submit a photo (or two) and let colleagues know what's going on at your business unit. Please include a brief one-or two-sentence description and be sure to identify any employees pictured. Send photos to idgcentral@idg.com.

celebrating 10!

Name
Amy Kelley

Home
Natick, Mass.

Joined IDC
November 1998 as an Administrative Assistant.

Current title
Group Operations Coordinator. I provide daily support for the analysts and product marketing team, help generate leads for sales qualification, maintain communication with sales and coordinate sales participation for warm and hot leads. I also manage the client interactions process and document target reports. I provide reports to help the managers and analysts track their business, create the weekly bookings report and update the monthly list of current accounts report.

Most challenging part of your job
I support a large, fast-paced, growing team and juggle multiple tasks in a busy environment. I have proven to be the go-to person when directing PR firms, clients, sales, colleagues and outside vendors to the appropriate analysts for scheduling briefings and relevant requests based on the knowledge I have on our products and technology areas. I help identify their needs and find solutions to their problems.

Best part of your job
I work with a brilliant group of analysts who are absolutely wonderful to work for.

Interests outside the office
I love going to the movies.

Family
My husband Timothy and I have a daughter Ava who is 18 months old.

What talent do you wish you had
I wish I could sing. I enjoy singing songs to my daughter, Ava, however, my husband asks me not to quit my day job. Oh well...

Dream destination
Italy

Fantasy job
A clothing designer.

Your last meal would be
I wouldn't consider this a meal exactly — how about dessert? Devil's food cake with chocolate icing.

Favorite vacation spot
Cape Cod, Mass.

*IDC's **Amy Kelley** was the guest of IDG Chairman **Patrick McGovern** at a dinner celebrating her decade of service to the company.*

If you won the lottery tomorrow, you would
I would definitely donate money to a few charity organizations and then retire, build my dream home and just enjoy my life with my family.

Manager's profile
"Amy is one of the most organized people I know at IDC, and everyone who works with her becomes dependent on her ability to keep things moving. She keeps a finger on the pulse of the office and frequently anticipates issues before they become apparent to those around her. She listens attentively and always makes sure business leads are pursued appropriately. This appreciation extends to our clients who continue to know and appreciate the fact that Amy is there to help them successfully reach the appropriate analyst, get a critical inquiry answered, schedule analyst briefings, etc."

— Matthew Eastwood, group vice president, Enterprise Platform Research, IDC

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Teresina Cardamone *IDG Strategic Marketing Svcs.*
Eric Knorr *InfoWorld*
Ulla McGee *PCW/MW*
Marcus Pilzweger *PC-WELT*
Sean Weglage *IDG Enterprise*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

IDG WorldUpdate

8 FEBRUARY 2010
VOLUME 40, NUMBER 4

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

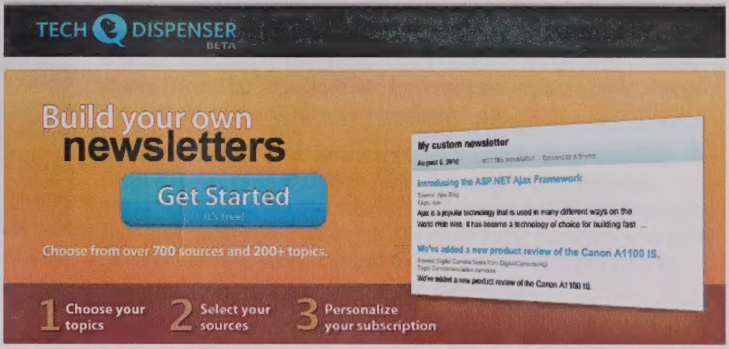
WWW.IDGCENTRAL.COM

TechDispenser lets users create free custom newsletters

Product promises name capture, targeted lead-gen programs, custom ad options

> *"TechDispenser was a truly collaborative effort. All told, roughly 30 people had some hand in getting TechDispenser.com out the door."*
>
> *— Tom Pimental*

IDG Enterprise's two-month-old TechDispenser is a unique service that allows users to create their own custom newsletters at no cost. Primarily designed as a lead generation and name acquisition tool, TechDispenser lets users choose from over 700 IDG and non-IDG sources, spanning 200 technology topics that range from camcorders and video cameras to career advice to cloud computing.


TECH DISPENSER
BETA
Build your own newsletters
Get Started
It's free!
Choose from over 700 sources and 200+ topics.
1 Choose your topics
2 Select your sources
3 Personalize your subscription
My custom newsletter

Introducing the ASP.NET Ajax Framework

Ajax is a popular technology that is used in many different ways on the World Wide Web. It has become a technology of choice for building fast ...

We've added a new product review of the Canon A1100 IS.

We've added a new product review of the Canon A1100 IS.

Users can choose from more than 700 IDG and non-IDG content sources when creating their newsletters. The code for TechDispenser is available in the Technology Council's database for use by other IDG business units.

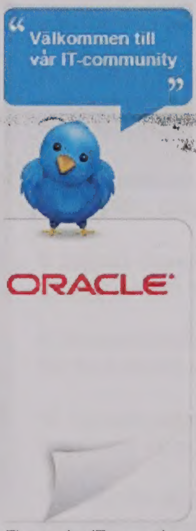
Once users register and supply some basic business card information, they can name their newsletter, specify how frequently they would like to receive the newsletter (ranging from twice daily to weekly), and select the topics and sources of content they would like included. Users who are particularly pleased with their creations, can also share them with colleagues and friends via e-mail, Twitter, LinkedIn or Facebook. To date, the site has more than 1,600 registered users.

continued on page 4

Oracle turns to IDG for audience-focused campaign

IDG Global Solutions EMEA has collaborated with IDG business units in three European countries to create an innovative advertising and lead-generation program for Oracle. For the first time, Oracle wanted a campaign that focused on an audience – senior IT professionals, rather than a specific product – and the vendor and its agency turned to IDG as "the one media partner who was able to create an integrated concept and appeal to the very top range of their target group," said IGS Director, International Sales **Christina Carstensen**.

Oracle has relied on IGS EMEA for several advertising and lead-generation programs in Europe over the past few years, noted Carstensen, who presented and sold the program to Oracle and its agency, Starcom, and served as project manager. Since IDG has repeatedly proven its ability to meet and frequently over-deliver the client's program goals, "Oracle's expectations for IDG will always be higher than those for other publishers," she said.



The senior IT campaign is testing a Twitter page to engage its target audience in Sweden (above) and the Netherlands.

The RFP for the senior IT initiative was particularly challenging. Oracle required not only highly qualified leads with additional criteria, but also expected campaign concepts to go beyond traditional media elements and show great editorial ideas. The company wanted its media partner to create innovative ways to deliver the Oracle message consistently across a three-country region and guarantee 20,000 leads over a nine-month period.

IGS worked with local IDG sales and editorial teams to develop a program that offered content, multiple touch points and a strong editorial theme. Launched in September 2009, the program runs through the middle of 2010. The message to Oracle's audience is "grow market share by increasing flexibility of your application infrastructure" and it contains various strands.

continued on page 5

Inside this issue

Two IDG Professional classes in January focus on developing leadership skills *page 2*

One on one GamePro Media President **Marci Yamaguchi Hughes** *page 3*

Unsung Hero IDC CEMA's Ana Papež *page 6*

Celebrating 20 Technology Services Group's **Mike Malone** marks milestone with Mickey *page 8*

IDG Professional training program kicks off 2010 with two sessions

*The Jan. 13-14 class (seated, l-r): IDC Research Manager **Steve Scully**, IDG World Expo Marketing Manager **Cindy Hart**, IDG Communications Digital Marketing Manager **Teresina Cardamone**, IDG Senior Messaging Technology Specialist **Mike Tavares** and IDC Program Director **Lisa Rowan**. (Standing, l-r): IDC Program Director **Loren Loverde**, IDG Denmark Events and Conference Manager **Maibritt Moeller**, IDG Compensation Analyst **Sarah Santos**, IDG Enterprise Community Editor **Julie Bort**, IDC VP East/West Account Group **Randi Siegal**, IDG Sweden Business Developer **Pontus Jeppsson**, IDC Inquiry Analyst **Suzanne Hopkins**, IDG Sweden Business Manager **Henric Jogin**, IDG Senior Technology Support Analyst **Gloria Lam**, IDG Enterprise Senior Account Services Specialist **Jenna McGuirk** and DC Principal Systems Administrator **Kirk Mitchener**. Not pictured: IDC Consulting Director **Jessica oepfert**.*

*The Jan. 20-21 class (seated, l-r): IDC Research Analyst **Ankur Tarnacha**, IDG Enterprise Senior Marketing and PR Specialist **Lynn Holmlund**, IDC Director/Enterprise Financial Accounts **Kevin Robock**, IDG Systems Administrator **Patrick Burke**, IDC Research Director **Leslie Hand**. (Standing, l-r): PC World/Macworld Sales Manager **Kathy Rebello**, IDC Research Manager **Judy Hanover**, IDC Research Manager **Gard Little**, IDG World Expo Marketing Specialist **Jackie Vella**, IDG Corporate Services Group Lead Developer **David Cohen**, IDG Associate HR Representative **Jillian Gardner**, IDC Senior Research Analyst **Seth Fishbein**, IDG List Services Account Services Coordinator **Katie DiGiovanni**, IDG Enterprise Online Account Services Specialist **Jen Malkasian** and IDC Program VP/Content Technologies **Melissa Webster**.*

Thirty-two IDG employees learned how to recognize and enhance their leadership abilities during the latest editions of the IDG Professional training program. Held Jan. 12-14 and Jan. 20-21 at Babson College in suburban Boston, the program helps high-potential individual contributors recognize themselves as leaders within the organization, assess their leadership strengths and development areas and identify opportunities to demonstrate leadership within their current role.

"The idea is that regardless of title or role, we all have the opportunity to demonstrate leadership and to continually grow as both a leader and a professional," said Director, IDG Training & Development **Laurie Butson**, who hosted the program with Director, HR Services Division **Alana Dros**. "Both sessions had top-notch participants, great interaction and dialogue and excellent feedback."

Participants explored 10 core leadership characteristics, spending about 45 minutes on each with some discussion, tools/exercises related to building the characteristic and tips for further development. They also heard from a variety of IDG leaders and managers who were invited to address one or more of those characteristics and provide additional real-world applications and experiences.

The core leadership characteristics included:
1. Be excellent at what you do.
Set goals, results, be competent and understand your business.

2. Learn continually.
Forward-looking, continuous improvement.

3. Champion change.
Be a change agent/champion, challenge status quo, move the business forward, learn from mistakes and successes.

4. Think and act innovatively.
Try new things, creativity, risk taking, culture of innovation.

5. Focus on customers.
Internal and external customers, defining your customers.

6. Communicate powerfully.
Influence with impact, listening, understanding and adapting to different communication styles.

7. Build relationships and value teamwork.
Enlist others, collaboration.

8. Support, strengthen, and recognize others.
Provide positive feedback and appreciation, be a mentor.

9. Demonstrate character.
Set the example, values, honesty, accountability.

10. Live with vision.
Understand vision; create a vision for yourself.

"The IDG Professional program made me realize that I'm in the driver's seat when it comes to my career at IDG," said **Julie Bort**, community manager, IDG Enterprise. "The stories from the guest speakers, all of whom are successful leaders at IDG, illustrated to me that when good ideas are combined with teamwork, success is an almost assured outcome."

The next IDG Professional will be held in June in San Francisco, with dates soon to be announced. Write to laurie_butson@idg.com.

ne on one the interview

Marci Yamaguchi Hughes
The president of GamePro Media is this week's columnist. Reach her at marci@gamepro.com.

GamePro Media at-a-glance

Print GamePro Magazine
Online GamePro.com
nployees 22

Top three goals for FY10

1. Expand the GamePro Media Network. Right now, we are currently at 20 million U.S. uniques (comScore), and we'd like to see this number continue to rise as we sign new partner deals. This comScore number is key to competing with Intergi, IGN and GameSpot.

2. Evangelize, evangelize, evangelize. As we re-invent the GamePro brand, it is vital for us as a sales team and an editorial team to ensure that the market understands our direction, that we're in sync with their needs and, of course ultimately, leverage their support into bigger ad ollars.

3).Continue to pursue new revenue streams - through custom publishing, events and digital transactions.

Q Last October marked the beginning of the reinvention of the GamePro brand. Why was this necessary?

A Last year, if you mentioned GamePro to any gamer, they'd say with a smile that it was a magazine they read when they were a teenager. Beyond that, they could not expound further. As you would expect, the attitude gamers had toward the product was also shared by advertisers. We needed to find our voice and stand out from the crowd editorially. Above all, we needed to create a product that was relevant for gamers and thus for our advertisers.

Q Can you discuss some of the most significant elements of this new strategy?

A One of the key drivers in our re-boot was **John Davison** coming on board in October 2009 as our EVP of Content. John is an industry veteran that I had the honor of working with as we built the Ziff Davis Media Game Group and launched numerous publications as well as a few gaming sites. For GamePro, we wanted to do a complete overhaul and to re-introduce GamePro as a contemporary, integrated media brand — to make it more about the people and culture of gaming, rather than just the products. This new editorial voice places a strong emphasis on telling stories about games and the people associated with them, not just game creators, but also fans and people inspired by games.

I mentioned relevance earlier, this is a big mantra for us internally. Relevance is not just relegated to the content which we create but also the vehicles that deliver this content. For the magazine, we want to showcase great writing and beautiful artwork, screenshots and photography — content that is worth buying and that has a longer shelf life. For online, it is much more about immediacy and depth of coverage. This is where you will find your breaking news and exclusive previews, features and interviews that aren't constrained by folio size. There is a greater emphasis on news analysis and in-depth feature stories.

John and his editorial and design team worked tirelessly, and we launched our redesigned GamePro magazine with our February 2010 issue. Quite possibly the fastest print redesign in history! Our February issue, and even more apparent with our March and April issues, features a cleaner, more contemporary style with a high-impact cover design. It's still too early to tell how the issue has done circulation-wise, but we're hoping that the January issue is a good indicator. John came on board as we were working on the January issue and was able to impact about half of it. We're seeing some phenomenal stats on that issue, sales at Barnes & Noble are up 81% from the prior year's issue and for the month of December 2009, online orders for subscriptions were double those of December 2008.

Another critical addition to our team was **Norris Boothe,** our new VP of Product Development. He joined us in September 2009 and helped lay the road-map for a very successful GamePro.com re-launch on Jan. 25. Our new site features a much cleaner, more modern look. We're actually able to fit more relevant content on our home page and it's still inviting. Norris, along with **Brandon Ferrua** and **Sui Mak**, were the most nimble and effective dev team I've ever seen in action. On day one of our relaunch, we saw traffic increase by 30%.

Audience reaction to the redesign in print and online was immediate and enthusiastic via Twitter. Comments included:

- "Gorgeous work on the new GamePro!" @elektrotal
- "New GamePro looks fabulous" @Lewisham
- "Congrats to the GamePro team on their sharp looking site redesign" @garnettlee
- "Renewing my subscription now!" @wraith2021
- "Hell yeah!" @jamesmielke
- "Simple, elegant design, yes please!" @ouren
- "I'm going to buy my 1st issue of GamePro in 10 years" @shu2d2
- "Yeah, you'll be getting a subscription outta me" @evanfavreau

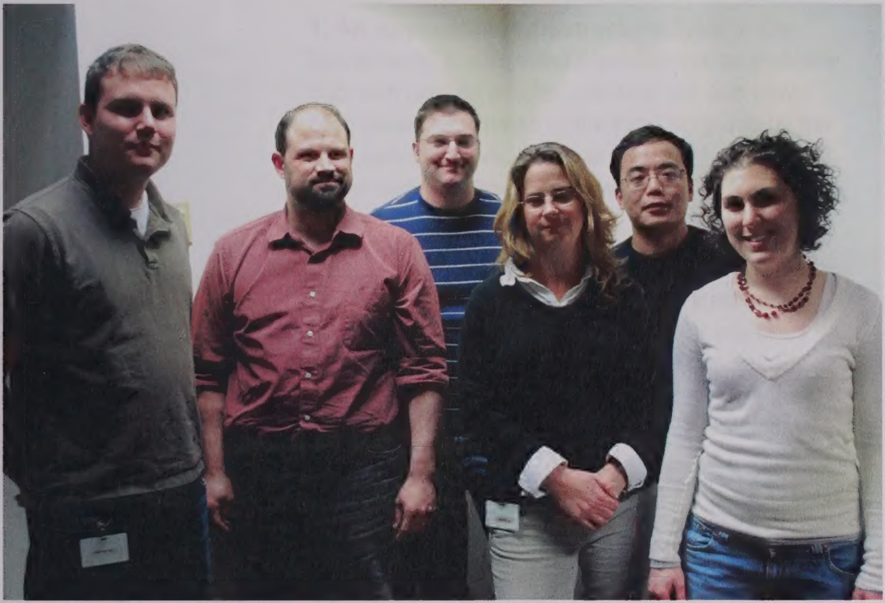
Speaking of Twitter, we've also integrated social media into our daily routine — leveraging John's close to 10,000 followers and using the GamePro Twitter feed to link to stories (twitter.com/gamepro) and retweets from noted game industry observers. We recently launched the GamePro Video Games List (a collection of the top voices from the video game industry: developers, publishers, critics) and it quickly became a top-250 "most followed on Twitter" and the No. 1 video game-related Twitter list. We're utilizing our Facebook group (facebook.com/gamepro) to engage users and highlight news stories, features and initiatives. We've seen our Twitter followers double in the last three months, and we're continuing to push forward. We also launched a GamePro Mobile site (m.gamepro.com) so that gamers can get their GamePro anytime and anywhere. We need to be where our audience is today and anticipate how they will be consuming information tomorrow. To that end we, like many other brands at IDG, are paying close attention to the various e-reader options and placing our bets accordingly.

Q Has your target audience changed at all?

continued on page 7

TechDispenser

continued from page 1



*Some of the almost 30 people who had a hand in bringing TechDispenser to fruition include (l-r): IDG Enterprise Director, Product Development **Tom Pimental**; **Kevin Gerich**, Web development manager; **Jason Croci**, senior Web application developer; **Mary McIntire**, senior circulation marketing manager; **Jay Zheng**, principal architect; and **Gail Fogel**, associate quality assurance engineer.*

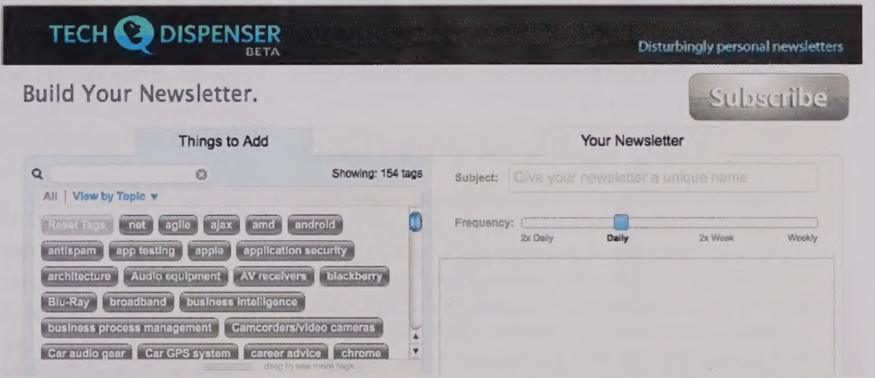
"TechDispenser was a truly collaborative effort, spanning the online design, production, development, quality assurance and audience development teams as well as IDG Enterprise Technology Services Group, sales, marketing and editorial groups," said **Tom Pimental**, IDG Enterprise director, product development, who headed up the TechDispenser effort. "All told, roughly 30 people had some hand in getting TechDispenser.com out the door."

Early planning for TechDispenser began in February 2009, with design and production getting under way in mid-June and development in mid-July. "Four grueling sprints later, TechDispenser.com launched — on time! — on Nov. 30," said Pimental.

TechDispenser allows the online team to track what content and which sources users select for their newsletters. "We not only know what topics people are interested in, but we can find out what types of people are interested in those topics," he said. Ultimately this will enable advertisers to target highly relevant lead generation programs to qualified users.

And while name capture is the primary objective of TechDispenser, it is not the only one. In addition to being able to sell targeted lead-gen programs, Pimental said that they are also looking into custom opportunities including vendor newsletters and sponsorships. In addition, he said, they are considering offering some type of premium registration that would include additional features for a monthly subscription fee.

The site includes a feedback form and Pimental said they generally receive several comments per day. Many of the users have used the form to suggest additional topics and sources to be added to the TechDispenser offerings. Some of the negative feedback they received actually has a bit of a silver lining, Pimental said. "We've had some e-mail delivery issues and users have let us know. This is actually nice to hear as it proves users are noticing they're not receiving their newsletters and are interested enough to let us know." Pimental said they are working to address those delivery issues and hope to eliminate them in the near future.


TECH DISPENSER
BETA
Disturbingly personal newsletters
Build Your Newsletter.
Subscribe
Things to Add
Your Newsletter
Showing: 154 tags
All | View by Topic ▾
Reset Tags
.net
agile
ajax
amd
android
antispam
app testing
apple
application security
architecture
Audio equipment
AV receivers
blackberry
Blu-Ray
broadband
business intelligence
business process management
Camcorders/video cameras
Car audio gear
Car GPS system
career advice
chrome
drag to see more tags
Subject:
Give your newsletter a unique name
Frequency:
2x Daily
Daily
2x Week
Weekly

Users can select from some 200 technology topics to build their newsletters. They can also name their newsletter and set the delivery frequency.

TechDispenser was built using Ruby on Rails and the code is available for use by other IDG business in the Worldwide Technology Council's database.

For more information, visit www.techdispenser.com or contact Tom Pimental at tpimental@idgenterprise.com. WU

New on IDG Central: E-mail Marketing Knowledge Center

Check out the E-mail Marketing Knowledge Center for information and advice, such as:

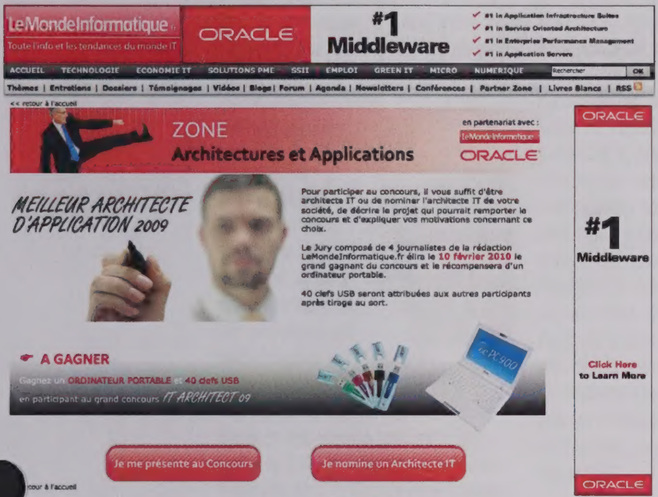
- Subject lines that get results
- E-mail marketing best practices
- Q&A with **Sarah Welcome**, director of Customer Intelligence, IDG
- Online marketing resources and tools

Go to the Knowledge Exchange tab on www.idgcentral.com, select Knowledge Centers, choose E-mail Marketing.

Oracle

continued from page 1

1. An Application Infrastructure Zone in the Netherlands, Sweden and France serves as an online hub with how-to articles, practical tips and news. Each zone was created in the local language by the local editorial team. However, IDG Netherlands produced and translated the how-to articles for all three markets.


LeMondeInformatique.fr
Toute l'info et les tendances du monde IT
ORACLE
#1 Middleware
#1 in Application Infrastructure Suites
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#1 in Application Servers
ACCUEIL
TECHNOLOGIE
ECONOMIE IT
SOLUTIONS PME
SSII
EMPLOI
GREEN IT
MICRO
NUMERIQUE
Rechercher
OK
Thèmes | Entretiens | Dossiers | Témoignages | Vidéos | Blogs | Forum | Agenda | Newsletters | Conférences | Partner Zone | Livres Blancs | RSS
<< retour à l'accueil
ZONE
Architectures et Applications
en partenariat avec :
LeMondeInformatique
ORACLE
MEILLEUR ARCHITECTE D'APPLICATION 2009
A GAGNER
Gagnez un ORDINATEUR PORTABLE et 40 clefs USB
en participant au grand concours IT ARCHITECT 09
Je me présente au Concours
Je nomine un Architecte IT
retour à l'accueil
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ORACLE

Pour participer au concours, il vous suffit d'être architecte IT ou de nominer l'architecte IT de votre société, de décrire le projet qui pourrait remporter le concours et d'expliquer vos motivations concernant ce choix.

Le Jury composé de 4 journalistes de la rédaction LeMondeInformatique.fr élira le 10 février 2010 le grand gagnant du concours et le récompensera d'un ordinateur portable.

40 clefs USB seront attribuées aux autres participants après tirage au sort.

Winners of the Best IT Architect contest in each market will participate in an editorial IDG webcast later this year.

2. An IDG benchmark research tool gives users the opportunity to measure their database capabilities against that of other companies. IDG created a short survey on the topic and participants receive the summary of the results in exchange for their contact details. The research results give users information about other organizations' database implementation strategies, planned database upgrades, server usage, and more. As a sponsor, Oracle has great visibility, and all generated contact information is passed on to the client for follow up.

3. A competition to identify the best IT architect ran in the Netherlands and Sweden; the competition in France is still in process. Users could nominate their own best project, but IDG also invited the IT audience to nominate colleagues. The editors made a list of the most interesting IT architect/business cases and interviewed the shortlisted architects to get further details about the submitted projects. The competition winners will be invited to participate in an IDG editorial webcast in each local market later this year.

4. **IDG guarantees further engagement with the audience through IDG Amplify**, IDG's social media marketing program that gives marketers a way to not only reach, but to actively engage, their customer base by sparking conversations about their products and services on various IDG and IDG TechNetwork sites, dedicated Twitter pages and conversations. This allows Oracle to gather valuable insights into the target audience, identify challenges and/or questions in addition to the sales leads provided.

Instead of developing these complex campaign elements individually per market, IGS arranged the distribution of assets such as the benchmarking survey and the how-to articles across other markets, which saved local resources and guaranteed consistency.

Carstensen said IDG's Senior IT concept met all campaign objectives, and IDG won the business with an "exceptional" 84% market share that was higher than previous years (i.e., IDG captured 84% of Oracle's overall budget for a Senior IT program, leaving other publishers just 16% of the available funding). The project is now perceived as a flagship program by Oracle — its largest and most innovative — she added. Moreover, excellent results in the first quarter secured IDG an extension into the U.K. market that started last December, and increased budgets for the existing campaigns.

Write to christina_carstensen@idg.com. **WU**

Oracle program a team effort

IGS Director, International Sales **Christina Carstensen** credits the following colleagues who helped make the Oracle program a success: **Liam Baker**, sales manager, IDG Netherlands; **Tom Sanders**, editor-in-chief, IDG Netherlands; **Patrick Peeters**, project manager, IDG Netherlands; **Martine Res**, event manager, IDG Netherlands; **Henric Jogin**, business manager, IDG Sweden; **Jan Ohlund**, business manager, Computer Sweden; **Robert Brännström**, online director, IDG Sweden and **Aromi Rajon**, sales director, IT News Info France.

Coming up

CIO Perspectives
A CIO event
Feb. 10
Irving, Texas
www.cio.com

Desktop Virtualization
An IDC EMEA event
Feb. 23
London
www.idc.com/uk

Asian Financial Services Congress
An IDC Financial Insights event
Feb. 25-26
Singapore
www.asfcongress.com

Directions
An IDC event
March 4
Boston
www.idc.com

Premier 100: IT Leaders Conference
A Computerworld event
March 7-9
Phoenix
www.computerworld.com

IDG Marketing Summit
An IDG and IDC event
March 9
Ritz-Carlton Hotel
San Francisco
Contact: nelva_riley@idg.com

people profile

noteworthy

New employees

Tom Burnett is **GamePro Media**'s new lead ColdFusion developer. He was previously an applications development analyst with the California Administrative Office of the Courts where he rolled out a case management system for the Supreme Court in only three months. He holds a B.S. in computer science from the University of California/Davis and in his free time enjoys games and Linux programming. *tburnett@gamepro.com*

Nguyen

Computerworld U.K. has hired **Anh Nguyen** as a reporter, a title she also held at her previous job with MediaFinance where she covered merger and acquisitions in the media industry. She holds a B.A. in French and Italian from the U.K.'s Cambridge University and a post-graduate diploma in newspaper journalism from London's City University. Away from the office she enjoys reading, movies and playing and teaching piano. *anh_nguyen@idg.co.uk*

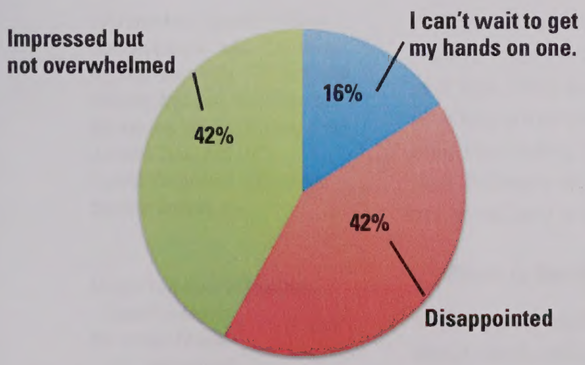
Returning employees

IDG U.K. has hired **Emma Van Beurden a**s an assistant marketing manager for PC Advisor, Macworld, Digital Arts and iPod and iPhone User. She comes from U.K. magazine distributor Marketforce where she worked in its international department as a circulation executive, responsible for handling third-party publishers, creating circulation strategies, reporting on sales and putting together promotional and marketing plans. She also previously worked for IDG New Zealand in the subscriptions department. A graduate of New Zealand's University of Auckland, she holds a B.A. in English and art history. Outside the office she enjoys shopping, reading, movies and karate. *emma_vanbeurden@idg.co.uk*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week results

What do you think of Apple's recently announced iPad?



Log on to www.idgcentral.com to vote on this week's question: How many apps do you have?

New posts on IDG Central's Mobile Blog

Check out two recent posts on how to monetize mobile marketing opportunities. IDG Germany's techchannel.de is using QR codes, and business units can take advantage of IDG Global Solutions' partnership with a mobile agency to create SMS functionality.

unsung hero

***Tatiana Hinova**, associate VP, IDC CEMA, named **Ana Papež** her group's unsung hero, saying, "Nearly 10 years with IDC and always working in multitasking mode, she was one of the key contributor for IDC Adriatics' operational results in FY09. Her job in this controversial region is quite complex and always challenging."*

Papež

Name
Ana Papež

Current title
Sales and Conference Manager.

Primary job responsibilities
I manage IDC's sales and conference activities in the Adriatic region. I'm responsible for sales of off-the-shelf products, such as standardized IDC research reports, and conference partnerships. I also organize roadshows and local events in Croatia and Bosnia and Herzegovina and oversee conference activities in Slovenia and Serbia.

What you love most about your job
That not every day is the same. When I come in the office in the morning I never know where my job will take me, and I love the interaction with different people.

What are some of challenges you face working in the Adriatics' various markets?
Well, there are definitely a lot of difficulties in Adriatics region given that not every market is the same in size or potential. The major difficulty I face all the time is that market intelligence and marketing budgets of my prospects are either very low or non-existent; therefore it is hard to sell at the list price. These obstacles are usually overcome by trying to sell various data-cuts — report chapters or a set of tables — and offering reasonable discounts, with a goal toward generating interest in IDC's products and services and therefore generating a demand for them.

Latest accomplishment
My latest accomplishment was the Business Intelligence Roadshow held in Zagreb in 2009 that generated EUR 43,033 (nearly US$61,000) in revenue despite the worldwide economic crisis.

Career highlight
From 2002 until the end of 2009, IDC Adriatics has organized 71 events in Croatia, Slovenia, Serbia, Bosnia and Herzegovina that attracted 9,400 end users. Of these 71 events, 33 were organized in Croatia and attracted 5,200 end users.

What others can't tell just by looking at you
That I almost always get what I want. WU

service Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18
Jacqui DiBianca *IDG Enterprise*

17
Scott Lum-Duenas *PC World*

15
Gina Rowles
IDG Global Solutions
John Cox *IDG Enterprise*

13
Elliott Kirschling *PC World*
Patricia Josefek *IDG Enterprise*
James Niccolai
IDG News Service

12
Jeff Coles *IT World Canada*
Ellen Friedman *IDG Enterprise*

10
Andreas Hedberg *IDG Sweden*
Donald Jin *IDC*

[illegible]
Makie Okashiro *IDC Japan*

8
Nadia Cameron *IDG Australia*

7
Melinda-Carol Ballou *IDC*

6
Mimei Ito *IDC Japan*
Jason Cunliffe *IDC*

5
John Kinsey *IDC*
Richard Murphy *IDC*
Joseph Barkai *IDC*
Michael Witty *IDC*

4
Keri Campbell *PC World*
Carolina Carvalho
Now! Digital Business
Guilherme Felitti
Now! Digital Business
Michael Margossian *IDC*
Sean O'Dowd *IDC*
Sean Ryan *IDC*
Ray Barrett *IDG Enterprise*

3
Ben Hakki *IDG U.K.*
Bruno Teyton *IDC France*
Jane Brown *IDG Global Solutions*
Michael Romoff *IDG TechNetwork*

GAMEPRO
HEAVY RAIN

The newly redesigned February (above) and March issues of GamePro feature a cleaner, more contemporary style with high-impact cover design thanks to the "brilliant" work of Art Director ***Matt Ansoorian****, noted GamePro Media President* ***Marci Yamaguchi Hughes****.*

EXCLUSIVE:
EXPOSED:
ILLUSIVE:
GAMEPRO
MEDAL OF HONOR REDUX

2
Will Herring *GamePro Media*
Roman Loyola *Mac Publishing*
Kathryn Edwards *IDG Australia*
William Nguyen *IDG Australia*
Samantha Wan *IDC Hong Kong*
Jimena Sisa *IDC U.K.*
Dawid Weglinski *IDG Poland*
Sandra Collins *IDC*

1
Marci Yamaguchi Hughes
GamePro Media
Christoph Mayer
IDG Switzerland
Adel Lim *IDC Singapore*
Azuan Sahil *IDC Malaysia*
Augusto Hector Bidart
IDC Argentina

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

One on one

continued from page 3

A GamePro has certainly evolved with the gaming marketplace over the years. I think way back when, GamePro definitely served the teenage gamer (yes, male!), and there was a time when the editorial direction was to target the mainstream gamer. We've found, though, if we focus on the core gamers, the influencers who know what games are coming out and are online all the time researching and who make the investment of subscribing to GamePro, they're the ones who are pre-ordering and giving advice to an average of six other people a month on what to buy. These are the guys that game publishers/marketers want to reach, and if we can deliver them, the marketing dollars follow. These core gamers are growing up, too — 60% of our audience hits that sweet spot of 18 to 34.

Q What percentage of your audience is female, and how important is this demographic to your business?

A Not surprisingly over 90% of our audience is male. This is not to say that women might not start turning to GamePro. I think it is much more symptomatic of the industry than our coverage of the industry. We recently ran a great article on "Bayonetta," which offered thoughtful analysis on how women relate to video games. This isn't to say that we wrote the article with the intent of attracting women to the site. Rather we covered something that a core gamer would find relevant — the launch of "Bayonetta" — and we were spot-on as the article generated our most traffic that month. More women will continue to identify themselves as core gamers and when they do, GamePro will be there with open arms.

Q Can you describe some of the innovative partnerships you've established in the marketplace?

A One we're really proud of is the 7-Eleven Game Guide. 7-Eleven started carrying games in about half of its stores a year ago. They approached GamePro to see if we might be able to partner on a game buying guide for their 6 million daily transacting customers. We were excited to partner with 7-Eleven on this. It offered our sales team a new product to sell and a whole new audience for our advertisers.

Q What is the GamePro Media Network?

A For game marketers these days, advertising online is all about reach and scale. While GamePro.com reaches close to 2 million unique visitors a month, we knew we needed a solution to help us compete with some of the bigger players in our marketplace. We've partnered with the very successful IDG TechNetwork to offer GamePro Media Network — a network of approximately 75 gaming sites including GamePro.com and 20 million U.S. uniques a month. Each site comprising our network has been hand-picked for its complementary content and a big goal of ours this year is to continue to recruit more of the right sites to offer the highest quality as well as reach to our advertisers. WU

celebrating 20!

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. ***Mike Malone****, project and process manager at IDG's Technology Services Group in Framingham, Mass., traveled to Florida with his wife and son last November.*

Career path

Joined IDG Aug. 28, 1988 as an entry-level COBOL programmer. I've since worked as a programmer, senior applications analyst, IT manager/ senior programmer, senior applications manager and now project and process manager.

Where I traveled

Florida with trips to Disney World, Universal Studios, Sea World and NASA.

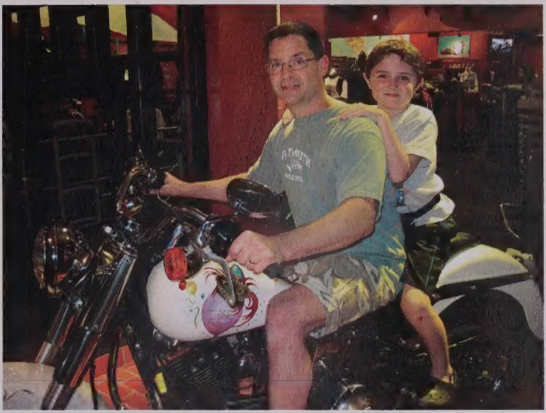
Why I chose this trip

Before I had my son, I always thought we'd go to New Zealand and Australia. We didn't want to leave Ryan behind and we didn't think a 6-year-old would enjoy traveling so far away and going sight-seeing every day, so my wife, Becky, and I decided that Ryan was at a great age to go to Florida for his first time. A bonus was that we had never traveled to a warm climate before when it was cold in New England. (We'll do the New Zealand/Australia trip for my 40th anniversary!)

Highlights

I think our two favorite aspects of the trip were the fact that we were able to go for two entire weeks, and the Disney meal plan was awesome! We ate great food every day, and when the bills came it was wonderful to only have to worry about the tip.

We enjoyed seeing one of the Toy Story characters up close in downtown Disney.



Got our motors runnin' on a Harley in the Harley Davidson store on Pleasure Island.

We stayed one week at the brand new Loews Royal Pacific hotel at Universal and one week at the Caribbean Beach Resort at Disney World. When we weren't taking in the incredible variety of attractions, we spent a lot of time in the pools at both resorts. We also spent a day at Sea World and a day at the Kennedy Space Center. The first week we rented the cute and fun-to-drive Nissan Cube. The second week we relied on the excellent Disney transportation system (and our feet — lots of exercise, which was good because the Disney meal planned included three desserts every day!).

Flyin' high on Ryan's favorite dinosaur.

The weather was fantastic. We experienced one day when it was overcast and the temperature didn't get above 60. The rest of the time it was sunny and in the mid 80s.

The only thing we would have changed is that, if we had it to do over, we would go to Disney for both weeks. There's just so much to see and do, and they really know how to treat you right.

Becky, Ryan and me on our first day at Disney World.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

IDG World Update
15 FEBRUARY 2010
VOLUME 40, NUMBER 5
PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE
WWW.IDGCENTRAL.COM

IDG Sweden sets ambitious reader revenue goals

Company looks to generate 25% to 30% of FY11 revenue from readers

> *"IDG's goal is to have the revenue for the use of our information account for 75% of our total revenue by 2020."*
>
> *-- IDG Chairman Pat McGovern, IDG World Update, Nov. 9, 2009*

*Members of IDG Sweden's project team focused on identifying promising new reader revenue products and services include (l-r): **Pontus Jeppsson**, **Stefan Garvander**, **Daniel Sjöholm**, **Robert Brännström**, and **Martin Fältström.***

Staff at IDG Sweden took IDG Chairman **Pat McGovern**'s words to heart and organized a project team with the goal of increasing reader revenue by $1.7 million in FY11. If successful, the new initiatives spearheaded by this group, combined with existing reader revenues from newsstand sales and existing paid circulation, are expected to boost total reader revenue to $15 million in FY11, representing approximately 25% to 30% of the company's expected total FY11 revenue, according to **Martin Fältström**, IDG Sweden marketing director, and one of the five members of the project team.

The other members of the group include **Stefan Garvander**, marketing manager for PC för Alla; **Pontus Jeppsson**, IDG Sweden mobile business manager; **Daniel Sjöholm**, editor-in-chief of M3; and **Robert Brännström**, portal manager for IDG.se. The group's mandate is to identify new products and services that IDG Sweden readers are willing to pay for, develop simple prototypes, test the ideas and educate and

continued on page 5

PC World Albanian launches weekly tech TV series

With a little cross-business-unit help, PC World Albanian's weekly half-hour tech TV series, Tech Update, aired its first episode late last month.

Valon Salihu, PC World Albanian director, said Tech Update will air relevant IT stories for viewers in Kosovo and Albania, including product and services reviews, coverage of local IT events, new products and talented young people in the IT sector. Although the series does use video content from other local sources, as well as some vendor videos, "We get great support from the IDG News Service (IDGNS) staff, especially [Online Video Producer] **Nick Barber**. In the near future we'll submit our first video story to the News Service," Salihu said.

Barber said he first heard about the idea for the series from **Hevci Cuci**, publisher of ITBM Group, which produces PC World Albanian, during the October 2008 IDG Global Product Line Meeting in Lisbon. "He said he hoped to put World Tech Update on TV in Kosovo and Albania. A few months later, I helped him and his team build up their video b-roll library and made suggestions on equipment and software."

*(L-R): PC World Albanian Tech Update Producer **Kushtrim Kadriu**, Host **May-Linda Kosumovic** and PC World Albanian Director **Valon Salihu.***

"Our first local story was on Kosovo's lack of a

continued on page 2

Inside this issue

Second annual banking event in Cambodia features conference, expo *page 2*

Employee blog highlights: mobile revenue and tips for business success *page 3*

European Media Management Institute held in Milan *page 4*

PC World achieves record page views; Steve Fox shaves beard on bet *page 6*

T Hockey League produces fun for customers, profit for IDG Sweden *page 7*

Celebrating 10! Computerworld's Johanna Ambrosio *page 8*

Second annual banking event in Cambodia features conference, expo

ERNIZATION OF BANK & MICROFIN
- CONFE
26-27 January 2010
World Hotel, Phnom Penh
Banking

*IDG Vietnam Managing Director **Tam Le** delivers the opening address at the recent banking event in Cambodia.*

The second Banking & Microfinance Cambodia International Conference & Expo showcased the latest banking technologies and served as a forum to discuss legal and strategic issues to improve the Cambodian banking and microfinance industry, especially its payment systems.

The IDG ASEAN representative office in Phnom Penh, which opened last July, co-organized the Jan. 26-27 event along with the National Bank of Cambodia and the National Information Communications Technology Development Authority of Cambodia. The previous event was produced by sister company IDG Vietnam.

There were more than 450 attendees at the conference and 1,000 visitors on the tradeshow floor, where 40 sponsors and exhibitors displayed cutting-edge products and professional services for bank modernization.

The conference concluded with a leadership forum in which all attendees and speakers discussed how government, businesses and experts can create new initiatives to stimulate recovery in 2010 and sustain growth.

*Write to IDG Vietnam Director of Communications and PR **Hein Bui** at hien_bui@idg.com.vn.*

Kosovo

continued from page 1

telephone country code," Salihu said, "and included a video interview with an International Telecommunication Union (ITU) official, a former ITU expert and two interviews at large businesses in Kosovo. There were also several IDGNS video stories and a game review — all in 25 minutes. We are planning on a similar mix of stories for every show."

Producer **Kushtrim Kadriu** is responsible for selecting the content, handling the camerawork and editing — "almost everything, really," Salihu said — and **May-Linda Kosumovic** is the show's host and does some of the voiceovers and produces some local segments. **Çelik Nimani**, Web editor of www.pcworld.al, puts together the game reviews for the show.

Tech Update is broadcast locally by Klan Kosova Television via two cable TV operators that cover all of Kosovo and Albania, as well as on two satellite platforms, Tring and DigitAlb, that broadcast across Europe. "We don't yet have statistics about how many people watched the show, but we have started to receive feedback from viewers who e-mail us comments," Salihu said.

Salihu said that while the idea of starting a tech TV series came up last year, "we had many difficulties finding a broadcaster in our country," Salihu said. "But Klan Kosova gave us full support, and in December we signed a contract with them to air the show. We are still looking for a sponsor, as it is currently being sponsored only by PC World Albanian. Many companies have shown an interest in advertising on our show, as we are the only IT show broadcast in Albania and Kosovo at this time."

The weekly show will air new episodes every Monday at 10:00 p.m. with two rebroadcasts during the week. Anyone missing those airings can also find it on PC World Albanian's YouTube channel (www.youtube.com/pcwaTV).

Contact Valon Salihu at valon.salihu@pcworld.al. WU

World Tech Update passes 100th episode milestone

The IDG News Service's World Tech Update (WTU) series of video IT news reports posted its 100th episode on Jan. 28. According to Online Video Producer **Nick Barber**, WTU has been providing IDG sites around the world with tech news via video for about two years.

"It's hard to say exactly on how many sites WTU appears because sometimes we don't even know, but typically it's about 20 sites every week," he said. "It ranges from Network World U.S. to Computerworld Australia to PC World Czech."

world
tech
update

Barber said that as far as he knew PC World Albanian's Tech Update is the first time WTU content has appeared on broadcast television, but other IDG business units have adapted and localized the show for their Web sites.

IDG's partner in Russia selects footage from World Tech Update and uses their own on-screen narrators speaking in Russian (http://tv.osp.ru/videos/NEWS_29_01_10.html), while other sites, such as IDG Poland, add subtitles but use the show as is (http://tinyurl.com/yczhd5n).

"Video is a great way to engage customers on a site and keep them there longer," Barber said. "We'd be happy to help business units worldwide incorporate World Tech Update and other IDGNS video reports on their sites."

Questions for Barber can be sent to nick_barber@idg.com.

[illegible]mployee blogs

Christina Carstensen** and **Laurie Butson
Carstensen, director of International Sales for IDG Global Solutions EMEA, and Butson, director of IDG Training and Development, each write a blog on mobile issues and training, respectively, on IDG Central. This page features some recent posts.

Mobile Alert

Let's get started! How to create QR codes...

(Feb. 1) Over the last year we have used this blog to update everyone on the mobile advertising trends, the size of the opportunity and the market place. However, since October last year we at IDG Global Solutions have been looking into ways how to monetize mobile for IDG. During this process we have identified easy and quick ways to market which I would like to share with you today. Personally I think that QR codes are a very clever way to offer mobile without any costs for IDG.

We are running the first print ad with QR code in the next tecchannel kompakt issue in Germany. When taking a picture of the QR code with the mobile phone, users will be directed to the Oracle Partnerzone on tecchannel.de. It is a great tool to link print, online and mobile and it helps us to bring print advertising back into the media mix.

Carstensen

Now the best part: the creation of such QR codes is free. Many online sites allow you to create the codes directly and you can use the generated codes in your own advertising campaign. Click on http://generator.beetagg.com to create your own code; it will only take a couple of minutes!

You will find some additional information on QR codes on this page: http://tinyurl.com/y9otghp.

(The tecchannel print advertorial is attached to this blog entry.)

How to promote mobile applications

(Jan. 27) There are millions of mobile applications in the market and clients need IDG's help to promote these to customers and generate downloads.

In order to offer this kind of advertising, IGS has partnered with a London mobile agency who are able to create SMS functionality. This allows IDG to offer mobile as part of integrated advertising programmes and promote the client's applications. Attached you will find proposals that illustrate this new advertising module.

Local IDG publishers benefit from this mobile package with increased online revenue (all traffic drivers run across the IDG Web sites), plus the client covers the production costs for the external mobile agency.

(The IBM Mobile.pdf and Logmein mobile applications proposal.pdf are attached to this blog entry.)

IDG Training Blog

Essential Tips for Business Success

(Dec. 20) As I've been preparing for the holidays, one of the magazines I picked up to get some creative new decorating tips and recipe ideas was Martha Stewart Living. In addition to holiday helpfulness, I came across an advertisement in the magazine that I really liked. The ad was a quick exceprt from Martha's book, The Martha Rules. Whether you love, hate, or don't even know Martha, I think these tips are good food for thought.

One of the things I really like about these "10 Essentials for Achieving Business Success" is that they could have many different meanings to different people. Take a moment to think about how these tips can/do apply to you, in whatever position you hold and whatever role you play.

Butson

1. What's passion got to do with it? Everything. Build your business (and your job) around something you love.
2. Ask yourself: what's the big idea? Seek out the basic things people need and want. Then look for ways to enhance and improve your big idea.
3. Get a telescope, a wide-angle lens and a microscope. Create a business plan that allows you to stay true to your big idea but helps you focus on the details. Remain flexible to zoom in and out on vital aspects of your business as it grows.
4. Teach so you can learn. Share your knowledge about your product or service to create a deep connection with customers.
5. All dressed up and ready to go. Use smart, cost-effective promotional techniques that convey what is unique about your business.
6. Quality every day. Strive for quality in every decision, every day.
7. Build an A-team. Hire employees who are brimming with talent, energy, and integrity.
8. The pie isn't perfect? Cut it into wedges. When faced with a business challenge, evaluate or assess the situation, gather the good things in sight, abandon the bad, clear your mind, and move on.
9. Take risks, not chances. A well-calculated risk may very well end up as an investment in your business. A careless chance can cause it to crumble.
10. Make it beautiful. Listen intently, learn new things every day, and become an authority your customers will trust. Make your customers life more joyful and beautiful.

WU

EMMI provides overview of IDG business priorities

Seven countries represented at European Media Management Institute

No matter how long an employee has been with IDG, there's always more to learn about the company's functional and operational areas, especially those outside an employee's day-to-day responsibilities.

During the European Media Management Institute (EMMI), held Feb. 1-4 in Milan, 15 top performers from seven countries gained a better understanding of IDG's business priorities through workshops led by IDG executives and managers. Participants were nominated to attend the institute by their managers.

*IDG Chairman **Pat McGovern** stopped in to meet the EMMI group while he was in Milan. Back (l-r): **Daniel Visarius**, senior editor, IDG Germany; **Liam Baker**, sales manager, IDG Netherlands; **Camiel Toxopeus**, senior account manager, IDG Netherlands; **Edmund Heider**, director, ad management, IDG Germany; **Dan Shaw**, associate publisher, IDG U.K.; McGovern; **Jacob Hoffmann Petersen**, IT manager, IDG Denmark. Middle (l-r): **Oliver Wirtz**, Web director/content manager, IDG Switzerland; **Kerstin Krockauer**, director, Human Resources, IDG Germany; **Paul Trotter**, editor-in-chief; IDG U.K.; **Gabriella Meijnckens**, events manager, IDG Netherlands. Front (l-r): **Neil Michael**, director, International Sales, IDG Global Solutions EMEA; **Daniel de Blas**, editor-in-chief, IDG Spain; **Daniel Comino**, online manager, IDG Spain; **Robert Brannström**, portal manager, IDG Sweden. Missing: **Petra Seeser**, sales director/online, IDG Germany.*

Topics included finance and business management; editorial; an overview of IDG Global Solutions, IDG Technology Network Europe and IDG Connect Europe; building a lead-generating events business in a small country; and a leadership panel discussion and Q&A with IDG country managers from Australia (**Davy Adams**) Denmark (**Søren Queitsch**) and Germany (**York von Heimburg**). IDG Communications CEO **Bob Carrigan** also spent an hour fielding questions from attendees.

Andre Horn, publishing director, IDG Entertainment in Germany, gave a presentation that provided a framework and questions to consider related to reader revenue. He noted the importance of stepping back and thinking about your strategy and what you hope to accomplish before you implement any plans.

Much of the program focused on sharing information and best practices. IDG Enterprise CTO **Ray Anderson** talked about the IDG Worldwide Technology Council, through which almost 100 technical specialists solve common problems, collaborate on new products and services and serve as a support resource for their peers. EMMI's co-organizers, IDG Training & Development Director **Laurie Butson** and IDG Communications SVP **Piper Sheer**, gave an orientation about IDG's history and walked through sections of IDG's intranet, IDG Central, including the Knowledge Centers include a collection of resources on topics such as e-mail marketing, social media and mobile.

Throughout the program, participants worked in teams on a case study focused on growing revenue given current climate, challenges, and opportunities. They presented their findings at the end of the program to a panel consisting of IDG Global Solutions President **John O'Malley**, International Controller **Toby Hurlstone** and IDG Germany Publisher **Canio Martino**.

"I found EMMI to be an extremely useful experience," said **Neil Michael**, director, International Sales, IDG Global Solutions EMEA. "It was fantastic to hear about the challenges, successes and innovations from around the different IDG business units and to have such an honest and open exchange with my peers. Working at IGS we are totally focused on product development and revenue generation, so to step out of the day to day and gain a deeper understanding of the business as a whole was a fantastic opportunity."

Attendees were invited to attend the opening reception and dinner for the IDG European Managers Meeting, which was held at the same hotel.

Write to laurie_butson@idg.com. **WU**

How not to plan a vacation

IDG Germany Publisher **André Horn** got the EMMI group's attention with this slide on "How to increase your share of reader revenue."

Method #1: Wait for advertising to reach 0% of the revenue mix, hence achieving 100% reader revenue!

Pros: No need to do anything, we can all take a vacation now. *Cons*: Our vacation might last longer than expected.

Method #2: Make it a strategic goal to increase share of reader revenue against growing advertising revenues.

- Sell existing products to existing customers at higher rates.
- Sell more products to existing customers.
- Expand your customer base (for old and new products).

Reader revenue

continued from page 1

train other staff at the individual brands who can then choose to implement the most promising products.

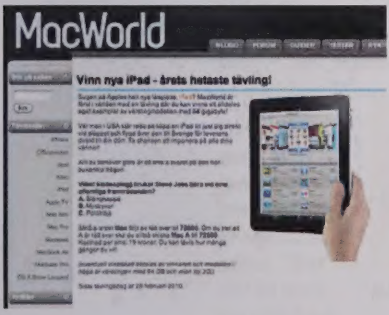
PC FÖR ALLA
ViewIT
1 dag
1 vecka
1 år

"Our mission is to inspire and facilitate for all of our brands," Fältström explained. "It's not just the five of us creating all these new products. To make it as easy as possible for our brands to get started, we will educate and train the staff on how to implement what we have found to be the most promising products. Then it's up to them to do the real work."

Windows 7 - Bättre hantering av dina enheter
Windows 7

After identifying a promising idea, the group looks for the simplest and least expensive way to create and test the product. "At the beginning, we'll be looking to invest in as little technology as possible," Fältström said. "Next we'll test, test, test. Where do we find the willingness on the part of our readers to pay? If something looks promising, we will share what we have learned with the brands, and they can then choose to invest more resources and run with it. The challenge is to generate enthusiasm and involvement around the small income generated by some of these new ideas today that will become strategically important for large revenues tomorrow."

Among the products the group has already helped to bring to fruition are the following:



- **An SMS (short message service) contest.** Launched simultaneously with Apple's June 8, 2009, release of its 3GS iPhone, visitors to MacWorld.se between June 8 and 28 could enter a random drawing to win one of the new iPhones by correctly answering one question: 'Which of the following animals has not given its name to a version of the OS X operating system?' Choosing among Leopard, Ostrich (the correct response) and Panther, users sent a text message with their answer. Users paid 19SEK (US$2.60) to participate in the contest, and IDG Sweden collected 50% of that. The contest drew 5,729 submissions, generating more than 57,000SEK ($7,790) in revenue. (See IDG World Update, July 13, 2009.)

The contest was repeated with Apple's recent launch of the iPad. Within minutes after the iPad release, MacWorld.se visitors had the chance to win one of their own by texting the answer to a simple question, paying 19SEK each time they participated. With two weeks to go before the contest ends, revenue is already close to SEK 55,000 ($7,500).

- **Four iPhone apps.** The IDG.se and IT24 apps are free and are ad-supported, and MacWorld and M3 apps cost $2 and are currently ad-free. The paid apps have sold well, with both going to No. 1 in the top paid-app list in Apple's Swedish App Store and staying at that position for a couple of weeks after they were launched. As of Feb. 11, some 9,500 apps have been sold. The free apps have been downloaded some 40,000 times. These apps are also generating revenue through traditional banner advertising. (For more information, see Jeppsson's One on One column in the Dec. 28, 2009, issue of IDG World Update.)

- **The Battle by M3 magazine.** This contest allowed readers to vote for their favorite mobile device — the HTC Hero or the iPhone 3GS. After voting, users were asked if they would like to participate in a contest to win one of the phones. Participation cost SEK 9 ($1.25). This contest drew 8,040 users, of which 3,400 chose to enter the contest, yielding a net revenue of SEK 14,780 ($2,020).

- **Paid content.** PC för Alla is beginning to experiment in this area, testing users' willingness to pay for an article on broadband ($1.25). TechWorld is also testing a Windows 7 review ($1.25). "In both cases, our experience is that there is a certain willingness to pay, and we have not received any negative reaction," Fältström said. "Going forward, we intend to be careful about what we will charge for. For example, a series of long articles, more extensive testing and perhaps entire departments that are free for subscribers but ordinary visitors will have to pay for."

- **Video tutorials.** Through a partnership with ViewIT, PC för Alla is offering a series of on-demand video tutorials on topics such as Windows 7, Excel, Powerpoint and Outlook. New topics are added monthly, and users can watch them as many times as they like. Customers pay SEK 99 ($13.50) for a week of access and SEK 599 ($82) for a year. Revenues are split 50:50 with ViewIT, which provides all content, customer support and billing. PC för Alla handles marketing through its magazine and Web site.

- **PDF Shop.** IDG Sweden has also created a PDF Shop, where it sells PDF versions of its regular publications. For MacWorld and Studio, this shop has become an important source of revenue. Last year, MacWorld PDFs brought in 45,129 SEK ($6,100), and Studio collected 73,000 SEK ($9,980) — "a good long tail for them both," Fältström said. In 2009, IDG Sweden sold a total of 2,277 PDFs at an average price of SEK 65 ($8.90) for a total of 150,000 SEK ($20,500).

- **Paid newsletters.** IDG Sweden is offering newsletters in its premium area with more on the way. Executive Report, which summarizes analyses, research and news about the Swedish IT industry, generates about $25,000 a month. A year's subscription costs approximately $1,000. Miljöaktuellt's M-Plus is a digital newsletter for environmental professionals and managers. It costs about $265, and 220 subscriptions were sold last month. WU

For more information, contact Martin Fältström at martin.faltstrom@idg.se.

noteworthy people

Promotions

Trotter

An editorial restructuring at IDG U.K.'s **PC Advisor** (PCA) has led to several promotions. Editor **Paul Trotter** is now editor-in-chief. "Under his leadership PCA has greatly broadened its content and audience reach, launching PCA TV and PCA Mobile in the past year," said IDG U.K. Publishing Director **Simon Jary**. "He will oversee the PCA online redesign and shape 2010 content strategy in online, print, mobile and video." *paul_trotter@idg.co.uk*

Egan

Managing Editor **Matt Egan** is now editor. "Matt has been instrumental in driving forward PCA as an online-first brand," Jary said. "Online reviews content is now fast approaching the U.K. leader Trusted Reviews through significant SEO wins. Matt will work with Paul Trotter on strategic vision for the site's redesign, our content plan going forward and in spearheading new SEO offensive and third-party partnerships." *matt_egan@idg.co.uk*

Hattersley

PCA Deputy Editor **Rosemary Hattersley** has been promoted to associate editor. "She will be working with Paul on PCA's print content strategy and structure, with an aim to better tailor the print edition to newsstand and subscribing readers," Jary said. *rosemary_hattersley@idg.co.uk*

Senior Sub Editor **David Price** moves up managing editor of PCA. "He will move his considerable print production skills to make the online editorial process more robust and timely, paying particular attention to the reviews content and sponsored advisor zone, which will be run as though separate online entities to increase organic traffic," Jary said. *david_price@idg.co.uk*

Also moving up from PCA senior sub editor is **Marie Brewis**, now production editor. "She has been an absolute legend on our busy production desk," Trotter said. *marie_brewis@idg.co.uk*

Skinner

PCA Staff Writer **Carrie-Ann Skinner** has been promoted to deputy news editor. "Carrie is the powerhouse behind PCA's original news content," Jary said, "often gaining recognition in the Apollo U.K. Journalist ranking and scoring regular victories on Google News placement." *carrie-ann_skinner@idg.co.uk*

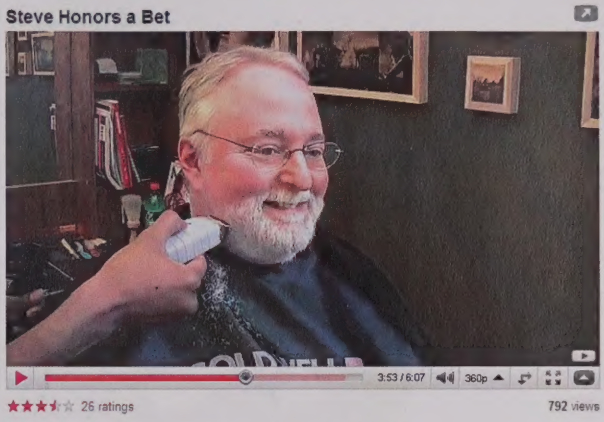
New employees

Roberts

Sionne Roberts is general manager of IT World Canada's new Visibility division, which will provide marketing optimization services to clients. He was previously a senior member of the Media Solutions group at Sympatico.ca. He holds a B.S. in commerce from Saint Mary's University in Halifax, Nova Scotia. With a four-year-old son, a six-year-old daughter and two "demanding" dogs, he still finds time for soccer, basketball, movies, poker and reading about pop culture, business, advertising and marketing. *sroberts@itworldcanada.com*

Heather Travis is **IDC Framingham**'s new receptionist. Previously a hostess at the Ninety Nine Restaurant in Wilmington, Mass., she also works weekends at Petco as a grooming assistant. She has studied animal science at the University of Massachusetts/Amherst and criminal justice at UMass/Lowell. An avid reader, she also holds a Class B commercial driver's license and has driven city buses. *htravis@idc.com*

PC World's record page views have less than hair-raising result



The results of Steve Fox's bet can be see on YouTube.

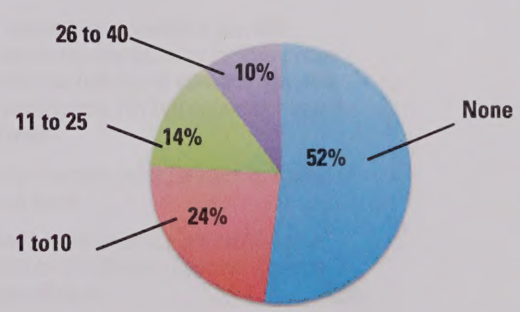
Honoring this wager turned out to be a close shave. In October PC World/Macworld VP, Editorial Director **Steve Fox** told the PCW staff that if PCWorld.com hit 50 million or more page views he would shave his beard of 33 years.

In January the site logged 52,906,069 page views for the month — due to the site's extensive coverage of the Consumer Electronics Show and the iPad launch — and Fox duly logged an appointment with a San Francisco barber's razor on Feb. 5. Watch the results on YouTube at http://tinyurl.com/yd57re6., filmed by PCW Senior Video Producer **Chris Manners**.

Fox's wife and children, having never seen him clean-shaven, protested so the beard is already growing back.

Question of the Week results for Feb. 8

How many apps do you have?



Log on to www.idgcentral.com to vote on this week's question:
How many friends do you have on Facebook?

Coming up

Desktop Virtualization
An IDC EMEA event
Feb. 23
London
www.idc.com

Asian Financial Services Congress
An IDC Financial Insights event
Feb. 25-26
Singapore
www.asfcongress.com/2010

Directions
An IDC event
March 4 -- Boston
March 10 -- Santa Clara, Calif.
www.idc.com

Premier 100: IT Leaders Conference
A Computerworld event
March 7-9
Phoenix
www.computerworld.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Kim Pennett *IDG Enterprise*
Penny Stevens *IDG*
Nina Mattsoff *IDG Sweden*

22

Clare Huang *IDC*

21

Lucy Chaudhuri *IDC U.K.*

17

Bob Carrigan *IDG Communications*
Elana Varon *IDG Enterprise*

16

Jennifer Koppy *IDC*

13

Jerry van Ommeren *IDC Benelux*

12

[illegible]er Bradley *IDG Global Solutions EMEA*

11

Ernesto Cordero *IDG*
Joerg Breit *IDG Germany*
Iseult Bottoni *IDC U.K.*
Carina Mineur *IDG Sweden*
Karim Bahloul *IDC France*

10

David Reinsel *IDC*
Leilani Lopez *PC World*

9

Ken Mingis *IDG Enterprise*
Laurie Horn *IDC*
Kirk Mitchener *IDC*
Klara Grivans *IDG Sweden*

7

Anne Stevenson *IDC*
Daniel Boehmke *IDC*

6

Edward Kozaryn *IDG*
Christian Helmiss *IDG Germany*

5

Angela Salmeron *IDC U.K.*
Mujin Kang *IDC Singapore*
Christina Yuen *IDC Hong Kong*
Adrian Black *IDG U.K.*

4

Diego Anesini *IDC Argentina*
Luciana Sario *IDC Argentina*
Diana Zhao *IDC China*

3

Terri Sanford-Cook *IDG Enterprise*
Benjamin Tucker IV *IDC*
Jeffrey Janukowicz *IDC*
Gard Little *IDC*
Ellen Cobb *PC World*

2

Kazue Harada *IDG Japan*
Masanori Yamamoto *IDG Japan*
David Bradshaw *IDC U.K.*
Jessica Martinez *IDC Mexico*
Lay Fang Tan *IDC Singapore*

1

Karisa Canning *IDG Enterprise*
Wendy Spachman *IDC*
Rodrigo Pedro *Now!Digital Business*
Ernst-Jan Hamel *IDG Netherlands*
Rasika Versleijen-Pradhan *IDC New Zealand*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Museum of Science passes are in

As a corporate member of several museums in Boston, IDG has a limited number of passes for employees, including those from other regions who are visiting the Boston area. Request up to four passes to the following museums by sending an e-mail to world_update@idg.com with your name and business unit address:

New England Aquarium
Museum of Science in Boston
Children's Museum of Boston

IT Hockey League produces fun for customers, profit for IDG Sweden

*IDG Sweden employees comprised the IT24.se/IT.Branschen team. They included: goalkeeper **Andreas Vesterlund**. Front (l-r): **Hampus Lindberg**, **Emil Söhr**, **Mats Brandon**. Back (l-r): **Jimmy Svensson**, **Stefan Kraft**, **Rickard Carlsson**, **Joakim Arstad Djurberg**.*

IDG Sweden played up the appeal of one of Sweden's top winter sports and created a new customer event that delivered a net profit to the company's bottom line.

The first IT Hockey League tournament featured eight teams – about 80 players – competing for the right to be called the best hockey team in the Swedish IT industry. The teams represented IT companies, vendors, distributors and resellers that paid a fee to participate. IDG Sweden invited contestants through ads on the company's Web sites and through personal contact.

During the competition, which was held on a weekend day, IDG Sweden's IT24.se posted updates on the scores on its Twitterflow section on the site's home page. After the half day of weekend play, IDG Sweden held a banquet for all participants. HP/Techdata took home the trophy and medals for all its players.

IDG Sweden plans to make the tournament, which brought in a profit of 50,000SEK ($US6,847), an annual event.

*More photos from the event, and a wrap-up article are on IT24.se at http://tinyurl.com/ykelmud. Write to IDG Sweden Business Manager **Britta Liljegren** at britta.liljegren@idg.se.* WU

The Canon goalie prepares for a shot by tourney champ HP/Techdata.

celebrating 10!

Name
Johanna Ambrosio

Home
Marlborough, Mass.

Joined IDG
June 1990 as Mid-Atlantic senior correspondent for Computerworld

Career path
Reporter — worked from my New York City office (okay, apartment) covering press conferences in New York and the major technology vendors in and around the city. Moved up to the Framingham area in 1992 and covered IBM during some of its biggest challenges, then began editing for Computerworld — first print and then online. Joined as a proud member of the @ computerworld (online) team in 1997 and helped manage that team until I left the company in 1999. Re-joined Computerworld/IDGE in November 2006 and have been primarily a features editor since then.

Current title
Technologies editor, Computerworld — I assign and edit stories about technologies used in IT shops — everything from mobile security to enterprise software and data centers — then package those stories (via Photoshop, HTML and other tools) for our Web site.

Best part of your job
Even after 25 years in the IT industry, I still learn something every day, and I work with amazing people who are smart, generous and have a sense of humor.

Job perk
Free chocolate.

Career highlight
Interviewing Thomas Watson, Jr. (the legendary former IBM chairman), winning a Computer Press Award for a particularly challenging series of stories, editing the first edition of Computerworld Antarctica ("the coolest site on earth") and my 10th anniversary dinner with Pat McGovern.

Most memorable work moment?
Playing keep-away with the CEO of a large software vendor that I'd rather not name. He kept trying to start and stop my tape recorder during an interview, to go on and off the record, and I kept trying to stop him. It was one of my more interesting interviews.

What's kept you at IDG for 10 years?
The corporate culture of putting readers first in everything we do.

Interests outside the office
Extreme gardening, volunteer work, crafts, reading, music, pets.

*Computerworld's **Johanna Ambrosio** was the guest of IDG Chairman **Pat McGovern** at a dinner honoring her decade of service to the company.*

Family
Ken LaPlante (husband); Krista, Kevin and Katie (adult stepchildren).

What do you wish you had that you don't have?
Better veins. I can't donate blood because nobody can find them.

First job?
Copy editor at a technical book-publishing house.

What it taught you?
I'm not cut out to work in book publishing, because it takes way too long.

Most prized possession
My grandfather's roll-top desk,.

Favorite celebrity encounter
Mr. Fred Rogers, on a street corner in Manhattan, bedecked in his signature blue sweater and signing autographs — primarily for adults!

What others can't tell just by looking at me
I'm a former emergency medical technician and was the first full-time telecommuter at Computerworld, back in 1990.

Manager's profile
"Johanna is a great member of our editorial team: She has a wealth of knowledge about enterprise IT and is dedicated to high-quality journalism. She's always willing to pitch in to help another editor or solve a problem — Johanna often saves the day by resolving newsletter emergencies — and she has a heart of gold."
— Mitch Betts, executive editor, Computerworld (U.S.)

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2010, OpenSource World, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG WorldUpdate

22 FEBRUARY 2010
VOLUME 40, NUMBER 6

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Despite an absent Apple, Macworld 2010 shines

> *"[It's been a] prove-it year for many in the marketplace as they watch us reinvent the show. We're confident that we delivered a great event to all participants. Macworld is positioned well for future growth."*
>
> *— Paul Kent, VP & GM, IDG World Expo*

Moving the dates of Macworld 2010 from January to February wasn't the only change at the annual Apple fest earlier this month in San Francisco. Apple announced in December 2008 that it would no longer be exhibiting at Macworld Expo, so show organizer IDG World Expo had to come up with new strategies to develop and market the show. The World Expo team proved it was up to the challenge as feedback from exhibitors and attendees has been overwhelmingly positive.

Paul Kent, IDG World Expo VP and general manager, said his team was very active in getting out into the market and soliciting participant feedback following Apple's withdrawal announcement. "We started at Macworld 2009 when we held a town hall meeting and received valuable attendee input. Our CEO **Mary Dolaher** and I went on several sales calls immediately after that show to talk to our best exhibiting customers and learned a lot about what they would like to see."

Kent said the results of the feedback led to the

continued on page 4

ASA MATHAT

*IDG Chairman **Pat McGovern** (r) was on hand for the keynote address delivered by New York Times personal technology columnist David Pogue.*

IDC MEA launches CIO summit series in UAE

IDC Middle East and Africa (MEA) recently completed the first in a planned series of three CIO summits targeting the shift in end-user attitudes from a focus on growth to a more pragmatic focus on cost reduction, optimization and efficiency. ME CIO Summit 2010 took place January 24-25 at the Madinat Jumeirah Hotel in Dubai, United Arab Emirates (UAE). Upcoming summits are scheduled for March 10-11 in Istanbul, Turkey, and March 16-17 in Johannesburg, South Africa.

*Michael Dell, CEO and founder of Dell, pictured above with IDC SVP and Chief Analyst **Frank Gens** (r), delivered a presentation on Building the Efficient Enterprise.*

Titled "From Pressure to Performance," the summit examined the new challenges and priorities of today's CIO, looking to emphasize cost-effective strategies during the current economic downturn while maintaining competitive positioning to ensure readiness to capitalize on expanding market share during the coming recovery period. IDC predicts the recovery will begin this year and extend through 2013.

continued on page 5

Inside this issue

IDG Sweden launches CFOworld *page 2*

Susanna Hinds, Gloria Lam and Timothy Johnson win Boviard STAR Awards *page 2*

One on one: IDG Chairman Pat McGovern *page 3*

Celebrating 10! Computerworld's Sandy Weill *page 8*

in brief newsworthy

Service, teamwork and results unite Boviard STAR winners

Three employees received IDG Corporate Boviard STAR Awards at last month's Corporate Support Group Holiday Luncheon in Framingham, Mass. Honored for job performance that demonstrated outstanding Service, Teamwork and Results, each of the winners was presented with a plaque, a crystal star plate from Tiffany's and a cash prize.

Susanna Hinds

The most recent winners are IDG Director, Corporate Communications **Susanna Hinds**, IDG Senior Technical Support Analyst **Gloria Lam** and IDG Customer Intelligence Team Leader **Timothy Johnson.**

Hinds was singled out for her assistance and guidance in helping GamePro, which currently has no in-house marketing staff, to "debut some exciting news with a bang. She not only helped us coordinate efforts with IDG's external PR agency in no time at all but was able to enlist their help at no additional charge to GamePro — all with a smile and a can-do attitude. As a result, we made the news that we had hoped to and the industry took notice. Susanna is the queen of communications, and I know no one more skillful with words than she."

Johnson's nomination cited his willingness to offer assistance, his positive attitude and customer intelligence expertise as contributing factors to the success of IDGE brands' name capture and retention efforts.

"Timothy is willing to help any time you need him and always does so with a positive attitude. Tim has helped me out of a jam at all hours of the day without a second thought. He understands our business and wants to see us succeed and that is evident in the work he does for us.

"Tim works incredibly well with all aspects of the IDG Enterprise business, especially with online operations and the Online Publishing Group. Name capture and name retention scores for all of the IDGE brands has shown improvement since Tim began working on the business."

Timothy Johnson

Lam was cited for her outstanding approach to customer service. "Gloria makes you feel the way you want to feel when you have a tech problem or are in the midst of an upgrade. She knows you rely on your technology and when it's broken, you're lost. She moves at a rapid pace and shows you that your work and your role are important.

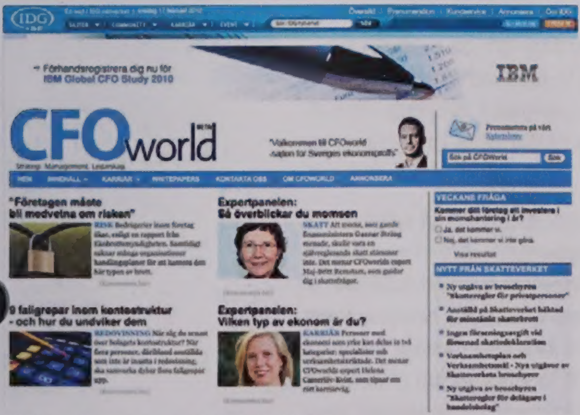
"Gloria treats every situation as important, has exceptional follow through to make sure you know a case is being worked on, who it has been re-assigned to, and makes sure everything has been resolved. She does all this with a friendly and professional demeanor that makes working with her a pleasure."

Gloria Lam

Nominations for the next round of STAR Awards will be solicited in July. Employees from IDG's corporate groups as well as those at IDG List Services, Research Services, International Publishing Services and IDG Global Solutions may be nominated for a STAR Award by a peer from any business unit worldwide. The award is given in memory of the late Jay Boviard, who served as IDG's corporate credit manager. Nominations are reviewed by Human Resources Service Division Director **Alana Dros**, IDG CFO & Treasurer **Ted Bloom** and IDG Senior VP/Corporate Taxes **Jayne Enos**. WU

IDG Sweden site targets chief financial officers

IDG Sweden has added another product to its large portfolio: CFOworld. Launched Feb. 4, www.cfoworld.idg.se is the 26th brand in the company's stable of online and print vehicles, and it is the only entity in the Swedish media industry to target the role of chief financial officers.



→ Förhandsregistrera dig nu för IBM Global CFO Study 2010

"Välkommen till CFOworld -sajten för Sveriges ekonomiproffs"

"Företagen måste bli medvetna om risken"

Expertpanelen: Så överblickar du momsen

VECKANS FRÅGA

NYTT FRÅN SKATTEVERKET

9 fallgropar inom kontostruktur - och hur du undviker dem

Expertpanelen: Vilken typ av ekonom är du?

IDG Sweden's newest site launched Feb. 4

After learning about IDG Germany's CFOworld.de, which debuted in October, IDG Sweden CEO **Lars Dahmén** and then-CFO **Dennis Lodin** decided to replicate the concept locally. Since Jan. 1, Lodin has shifted his responsibilities to become publisher of CFOworld as well as CEO of IDG Sweden's custom publishing division.

CFOworld focuses on strategy, management and leadership issues. "There is some IT-related content in the sense that CFOs manage and need to understand systems to govern the processes in a company, but IT is not the main focus," Lodin said. A group of external experts, among them lawyers, auditors and consultants, contribute most of the editorial content. Topics include risk management, cash management, compliance, accounting, business intelligence and mergers and acquisitions.

The site, under the direction of Web Editor **Ada Fredelius**, has averaged 2,500 unique visitors a day so far. The brand also includes a weekly e-newsletter sent to approximately 21,000 CFOs in IDG Sweden's database. Microsoft and IBM signed on as newsletter sponsors from the beginning, and more sponsorship deals are under discussion, Lodin said.

"The response to CFOworld has been very positive amongst our readers, and our unique visitor figures have been steadily increasing," he added.

Future plans include a mobile version of CFOworld.idg.se and, most likely next year, opportunities for user-generated content, branded events, and possibly a magazine.

Write to dennis.lodin@idg.se. WU

one on one the interview

Pat McGovern
The chairman of IDG is this week's columnist. Reach him at patmcgovern@idg.com.

> *"IDG's operating profits in the first quarter of FY10 (October to December, 2009) were up 160% over last year and were well ahead of this year's plan. Clearly, IDG is making a good recovery from the economic recession that reduced operating profits in FY09."*

Q How did IDG's operating profits in Q1 of FY10 compare to plan and compare to one year ago?

A IDG's operating profits in the first quarter of FY10 (October to December, 2009) were up 160% over last year and were well ahead of this year's plan. Clearly, IDG is making a good recovery from the economic recession that reduced operating profits in FY09. Congratulations to IDC, InfoWorld, Network World, CXO Media, CIO Executive Council, PC World, Macworld, IDG TechNetwork, IDG Connect, IDG Research, IDG List Services, IDG Denmark, IDG Germany, IDG Netherlands, IDG Norway, IDG Poland, IDG Sweden, IDG Switzerland, IDG UK, IDG Australia, IDG India, IDG Japan, IDG Global Solutions, and IDG International Publishing Services for coming in ahead of plan in operating profits in the first quarter of FY10.

Q Has IDG's venture capital business been affected by the economic recession? If so, how?

A The principal effect of the recession on venture capital has been a reduction in the number of "exits," namely, IPOs or sale by merger or acquisition of investee companies. Fortunately, the majority of IDG's venture capital activities are in Asia where IPOs and M&As have not slowed down as much as in the U.S. and Europe. Corporate acquirers now believe that stock markets will be rising in 2010, meaning that the acquisition price for the companies they would like to acquire will most likely be going up also. Therefore, there has been an increase in acquisition activity by technology companies in the last 90 days. I expect this trend to continue throughout 2010.

Q IDG just held its European Managers Meeting. What are the expectations for IDG's media businesses in Europe in FY2010?

A The atmosphere at the European Managers Meeting held recently in Milan was very positive. Virtually all of the IDG media business units in Europe came in well over plan for the first quarter. Some managers were cautious on the second quarter, namely, January through March, because of possible delays in marketing budget approval. However, virtually all of the business unit managers expected to exceed their revenue and profit plan for FY10.

One of the highlights of the meeting was a presentation by each of the managers on what they are doing to increase revenue from their readers/visitors. Some of the European countries have been growing their reader revenue substantially and, in some cases, it already represents the majority of the revenue of their business unit. Reader revenue is typically more profitable than advertising revenue, so it is one of the reasons that Europe overall was substantially ahead of their profit plan for the first quarter and why they expect to end the year nicely over their profit plan.

The presentations by the managers on their reader revenue growth achievements were recorded and are now available on IDG Central. For those who didn't attend the meeting, I recommend they listen to this presentation, which contains an excellent set of innovative and productive ideas for profitable growth in reader revenue.

Q Has the sales success of the iPhone and its applications been of benefit to IDG?

A Yes. One of the highlights of IDG achievements in the media field in the past year has been the success of special issues named "iPhone World" which are put on the newsstand for two to three months as a special issue. These issues and their Web sites have attracted a great deal of advertising and achieved excellent single copy sales. Some of our business units are increasing their iPhone World issues to six times a year to take advantage of this iPhone boom among readers and advertisers.

There are now over 150,000 applications for the iPhone. Obviously, this many choices overwhelm iPhone users, so they seek the guidance of experts as to what applications are worth trying and/or buying. The iPhone Worlds in print and their Web sites are eagerly used for tips and tricks on getting more performance from the iPhone itself, as well as deciding what iPhone applications to acquire. In the U.S., Macworld has put out an iPhone application called App Gems which highlights the best apps. It has been a smash hit, selling over 20,000 copies to date.

Q This month marks the 10th anniversary of the founding of the McGovern Institute for Brain Research. What have been some highlights?

A The team at the McGovern Institute has been making outstanding progress in its mission to prevent and/or cure mental illnesses and brain disease. The Institute is focusing on Alzheimer's, autism, bipolar disorder, Parkinson's disease, and schizophrenia. The Institute has 16 laboratories, each headed up by a leading neuroscientist supported by 350 post-doctoral students, graduate students and staff. When my wife and I attend the annual meeting of the Society for Neuroscience, we're told that the McGovern Institute is already considered a world leader in brain research which can attract the "best and the brightest."

Those interested in learning more about the activities of the McGovern Institute can visit our Web site at: http://web.MIT.edu/McGovern. The site has a new video presentation that gives examples of how its research is helping to cure mental illness and brain disease.

Macworld 2010

continued from page 1

change in dates, more flexible pricing options for exhibitors and leveraging the community aspects of the show. "Essentially, we want to make the shift from the show being about whatever Apple happens to announce to a show that promotes the community of developers for all Apple-related products and creates a vibrant marketplace for users and developers to interact. That's been our mission," he said.

Although Macworld 2010 was a smaller show than recent editions — nearly 250 vendors in 28,000 sq. feet of floor space, as opposed to 419 vendors in 75,000 sq. feet in 2009 — attendance, however, is nearing last year's total of 26,000 people, Kent said (final attendance figures are still being audited). "Conference numbers are down, but that's not surprising given that professional development, or training funds, are often first to get cut in a difficult economy."

Macworld 2010

*The IDG World Expo Macworld 2010 team included (l-r): Marketing Specialist **Tara Wislocki**, Senior Operations Manager **Bryan Rusciano**, Sales Manager **Amy Bonner**, Sales Manager **Ellen Moorehead**, Speaker Manager **Kathy Moran**, Sales Director **Ron Moreau**, Marketing VP **Linsy Reese**, Senior Operations Manager **Alida Roberts**, Associate HR Representative **Jillian Gardner**, World Expo CEO **Mary Dolaher**, Marketing Manager **Cindy Hart**, VP/ General Manager **Paul Kent**, Product Director **Nina Carrara** and Registration and Housing Manager **Stephen Galeotalanza**.*

ASA MATHAT

Though the show did not have keynotes by Steve Jobs or other Apple luminaries, Kent said it continues to attract the growing number of people who want to learn about Apple-related technology. One driver of that is the vast number of iPhone apps.

New this year was the Mobile Applications Showcase, the first face-to-face environment where iPhone and iPod Touch users could discover new apps. Nearly 100 companies participated. "It's a vibrant example of how Macworld stays current with what's hot in the Apple products market," Kent said. "We also launched the Indie Spotlight program where we can make attendees and Macworld followers around the world familiar with hundreds of useful software products. The program gets independent developers familiar with Macworld Expo and gives them free promotion and low-cost exhibit opportunities. These developers are vital part of the Apple products ecosystem, and we want to work with them in new and interesting ways."

IDG World Expo's emphasis, Kent said, was on making sure all participants made the best of their Macworld 2010 experience. "For exhibitors, that means meeting with customers, trade press and volume buyers. We encourage them to be active in this process to help ensure their success by scheduling press and customer meetings, taking part in our awareness programs and in general reaching out to everyone we bring to the show." For attendees, Kent said he felt World Expo built "a remarkable event" where they could find enriching products, improve their skills and meet with hundreds of people with similar interests. "We asked that they become acquainted with all that we offer and to plan their schedules effectively."

Marketing this year's event called for "lots of social media outreach," Kent said. "We leveraged the large installed base of followers that our high-profile speakers have; we refined our own skills of marketing through popular social media sites like Facebook, Groupon, Twitter, Yelp and Craigslist." IDG World Expo also created a video channel on its Web site to talk about the show and host show content to give an example of what the event is about.

Kent said it's been a "prove-it year for many in the marketplace as they watch us reinvent the show. Macworld Expo brings together buyers, sellers, developers, users — the entire spectrum of the Apple-product using community — to meet, do business and learn. It is truly the premier meeting place for this market, and we're confident that we delivered a great event to all participants. Macworld is positioned well for future growth."

Contact Paul Kent at pkent@idgworldexpo.com. WU

Attendees customize free showguide app

iMacworld
ROCK THE NEW ERA

Macworld 2010 attendees who couldn't find the booth they were looking for had no one to blame but themselves. They could have downloaded IDG World Expo's free showguide app, iMacworld. Not only does iMacworld provide cross-referenced directories of exhibitors, products and conference sessions, it lets users create a customized floor map and event itinerary and receive real-time messages on their iPhone or iPod Touch from IDG World Expo that notify them of important show events.

"We also built in some advertising options to provide exhibitors an avenue to stand out from other participants, drive brand awareness and booth traffic," said **Paul Kent**, IDG World Expo VP and general manager.

Kent said IDG World Expo launched the "App as Showguide" three years ago, first as a Web app and for the last two years as an iPhone app. "We also pioneered in-app advertising models in which exhibitors could purchase an enhanced listing that provides attendees with additional information, banner ads, and in-app broadcast message opportunities."

IDC CIO Summit

continued from page 1

Staff who helped ensure a successful summit include (l-r): ***Rajmohan Ramdoss****, graphic designer, MEA;* ***Vishanti Coutoncar****, conference executive;* ***Ronita Bhattacharjee****, associate VP Conferences, IDC Middle East, Africa & Turkey;* ***Deepa Ahuja****, conference specialist MEA;* ***Sughand Tolani****, conference project manager;* ***Angeli Balchand*** *confer-[illegible]e executive;* ***Shabana Mahadi-[illegible]la****, conference manager, Middle East;* ***Jely Gonzales****, conference executive;* ***Monica Hook****, conference specialist, East Africa;* ***Romela Rodrigo****, conference executive; and* ***Jyoti Lalchandani****, vice president & regional managing director, IDC Middle East, Africa & Turkey.*

"Preparing for the imminent recovery of the investment landscape is as critical as successfully navigating through the current downturn," said **Jyoti Lalchandani**, VP & regional managing director, IDC Middle East, Africa and Turkey. "This is why we are seeing growing interest in concepts such as datacenter efficiency, data and storage management, security, regulatory compliance, IT consolidation and the forging of greater IT-business alignment."

IDC staff participating in the summit included: Lalchandani; **Steven Frantzen**, SVP, Research (EMEA) and managing director (CEMA); **Frank Gens**, SVP and chief analyst; **Cort Isernhagen**, VP, IDC Industry Insights, International; **Chris Lewis**, group VP for International Telecoms and Networking; **Thomas Mayer**, VP, EMEA Systems and Infrastructure Solutions; **Omar Shihab**, program manager, Systems & Infrastructure Solutions, IDC Middle East, Africa and Turkey; **Martin Canning**, vice president, European Software and Services Research; **Mark Walker**, director, Vertical Industry Practice; and **Margaret Adam**, research manager, IT Services, IDC Middle East, Africa and Turkey.

Distinctive for its highly personalized, high-end style, the ME CIO Summit attracted 116 delegates, all of whom serve as the top IT decision makers at their firms in various vertical industries throughout the region. Attendees hailed from the six nations of the Gulf Cooperation Council (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE), as well as Jordan, Egypt, Pakistan and Libya.

The invitation-only summit is free for the delegates, who also receive complimentary business-class airfare and two free nights at the hotel. In addition to receiving personalized invitations in the mail, many of the delegates received face-to-face invitations from **Ronita Bhattacharjee**, associate VP Conferences for Middle East, Africa and Turkey, and **Shabana Mahadiwala**, conference manager Middle East.

Among the summit's 25 partners were IBM, Dell, Symantec, Intel, Oracle, EMC, Microsoft and Citrix.

IDC MEA produced a total of 56 conferences in 2009 across the Middle East, Africa and Turkey, which ranged from large road shows targeting 500 IT managers to exclusive CIO breakfast briefings for 20 to 30 executives. In 2010, IDC MEA plans more than 65 events.

For more information, contact Ronita Bhattacharjee, at rbhattachargee@idc.com or visit www.idc-cema.com/events/ciouae2010. WU

Business units collaborate to create Macworld DEMO: Best of Show

In addition to collaborating on [illegible]acworld DEMO: Best of Show, [illegible]cworld also had a booth at this month's Macworld 2010. PC World/Macworld Sales Associate ***Chrissy Schneider*** *(l) and PCW/MW Research Analyst* ***Kyle Flick*** *sold Macworld Superguides and t-shirts*

In a tri-partite IDG business unit collaboration, IDG World Expo, Macworld magazine and IDG Enterprise's DEMO division launched "Macworld DEMO: Best of Show" at Macworld 2010 in San Francisco.

DEMO, the twice yearly launch pad for emerging technologies, and Macworld editors gave six companies a chance to spotlight their products for the Apple market in six-minute presentations on the Macworld 2010 main stage, hosted by DEMO Executive Producer Matt Marshall.

"DEMO has long served as the premier platform for companies — from well-known players to worthy start ups — to launch their products and garner recognition for their innovations," Marshall said. "The Apple products market is exploding with innovation, and Macworld DEMO: Best of Show is a groundbreaking new endeavor that brings together the DEMO team, skilled in finding the best of what's next; the experts at Macworld; and Macworld 2010, the largest gathering of Apple-related product users. We believe these best new products for 2010 will change the way people work, play and create."

Traditionally, the Macworld Best of Show awards are presented by Macworld to the best products debuting at Macworld Expo. Macworld presented its Best of Show awards to the best products, innovations and upgrades at Macworld 2010, and the DEMO selections were made from those awards. Awards went to products from TenOne Design, SachManya, Microvision, Canson, Quickoffice and Carina Software.

"Macworld 2010 is all about great products and innovations happening in the Apple products marketplace and the Best of Show awards have, through the years, helped put the spotlight on the best of the new products," said **Jason Snell**, Macworld VP and editorial director. "Macworld DEMO: Best of Show takes the program to the next level, providing a tremendous opportunity for exhibitors to gain worldwide acclaim for their new-to-market offerings. Macworld is excited to be part of this new show feature that gives attendees a chance to learn more about all the incredible products debuting for the Mac platform in 2010."

For more information on Macworld magazine's Best of Show awards go to http://tinyurl.com/yhvb7zg. WU

noteworthy people

New employees

Lalonde

Denis Lalonde is the new editor of **IT World Canada**'s Direction Informatique. He was previously a journalist at LesAffaires.com and le Journal Les Affaires, a financial news Web site and weekly. He holds a B.A. in communication and a certificate in French writing from the University of Quebec at Montreal and has completed the Canadian Securities Institute's Canadian Securities Course. Outside the office he enjoys reading, playing ice hockey and taking care of his two children, soon to be three. *dlalonde@directioninformatique.com*

PETER SHORT

Zvagelsky

Irina Zvagelsky joins **IDC Framingham** as a research analyst with the Sales Advisory Practice. She was previously an inside channel representative with EMC Corp., where she served as the liaison between the inside sales, field channel sales and partner groups that sold into commercial and SMB markets. She holds a B.S. in business administration with a concentration in marketing and a minor in organizations communications from Boston's Northeastern University and last May earned an M.B.A. from Clark University in Worcester, Mass. In her free time she enjoys travel, reading and spending time with her family. *izvagelsky@idc.com*

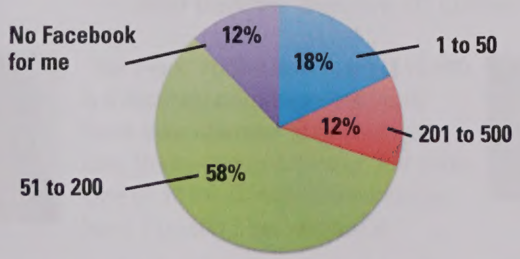
Pradeep Kumar is the new knowledge editor at IDC's **Center for Consultancy and Research** in India; he was previously a content analyst with Accenture Services Pvt. Ltd. He holds an M.A. in library and information science from the University of Mysore in Karnataka, India, and enjoys travel, movies and music. *pkumar@idc.com*

Previously a traffic manager at Willen Media, **Erin Doherty-Helmers** joins **IDG Syndication and Networks** in New York City as a campaign coordinator. She holds a B.A. in marketing from Hofstra University in Hempstead, N.Y., and enjoys travel, being a mom and baking cupcakes. She recently baked more than 300 cupcakes for an Army unit's holiday party. "It was an honor and a privilege to bring smiles to them all." *erin_helmers@idg technet.com*

Send information for the Noteworthy section to world_update@idg.com.

Question of the Week results

How many friends do you have on Facebook?



Log on to www.idgcentral.com to vote on this week's question:
What kind of camera do you use most often?

Correction

In the Feb. 15 issue of IDG World Update, **Steve Fox** was incorrectly referred to as PC World/Macworld VP/Editorial Director. He is PC World VP/Editorial Director. **Jason Snell** is Macworld VP/Editorial Director. We apologize for the error.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

36

Gunnar Lindberg *IDG Sweden*

23

Mark Sullivan *IDC*

17

Doni Moore *IT World Canada*
Diane Hacker *PC World*

16

Yukimi Chiba *IDG Japan*
Lisa Nilsson *IDG Sweden*

12

Bronwen Cleary *IDC*
Agnieszka Switkowska-Kreczmar *IDG Poland*

10

Kevin Capalbo *IDC*
Jesper Landén *IDG Sweden*
Ed Albro *PC World*
Paul Shinhira *IDG Central Services*

9

Ryo Okawa *IDG Japan*

6

Luiz Faloppa *Now! Digital Business*
Lychee Lo *IDC Hong Kong*

5

Ashley Gilliam *IDC*
Giovanna Saba *IDC U.K.*
Niklas Höglund *IDG Sweden*
Curt Poff *Macworld*

4

Diana Gill *IDC U.K.*

3

Jacky Huang *IDC China*
Paolo Del Nibletto *IT World Canada*
Suzanne Drapeau *IT World Canada*
Jean-Francois Ferland *IT World Canada*
Pinelopi Gianniotis *IT World Canada*
John Latino *IT World Canada*
Brad McBride *IT World Canada*
Shane Schick *IT World Canada*
Howard Solomon *IT World Canada*
Joseph Tersigni *IT World Canada*
David Wells *IT World Canada*

2

Ajit Deosthali *IDC*
Ricardo Alves *Now! Digital Business*
Tatiana Bidoli *Now! Digital Business*
Poon Wei Ang *IDC Singapore*
Christian Stoevring *IDG Denmark*

1

Michael Fletcher *IDG U.K.*
Nick Geist *GamePro Media*
Brent Martyn *GamePro Media*
Jessica Reback *GamePro Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

new on IDG Central

Check out the new posts on IDG Central's Best Practices Exchange where you'll find webinars, resource documents and links for:

- How to Stop Random Acts of Content: New Content Optimization Services and Information for Your Market
- Webinar Overview including 10 Questions to Determine Database Health
- Critical Tips for Effective Email Marketing
- A Mindblowing New Way to Share Content Across Borders with a webinar on CouchDB

See these links on the IDG Knowledge Exchange blog on the home page of www.idgcentral.com.

IDGers choose favorite apps for fun and profit

IDG World Update editors asked various IDG employees for their favorite iPhone and Blackberry applications, both for work and for fun. You can check out their selections at Macworld's AppGuide site (http://www.macworld.com/appguide/index.html) or at Apple's iTunes Store.

Morey

"My favorite app for work is Macworld's AppGems, of course! But seriously, other than our own app, my favorite is Instapaper Pro (US$4.99). It lets me clip interesting articles when I'm browsing the Web and then read them later from the comfort of my iPhone.

Snell

"For fun, I'd say Strategery ($1.99). It's a Risk-like game that's different every time. The artificial intelligence is smart enough that it's always a challenge, and I've played it hundreds of times."

— ***Jason Snell**, VP, editorial director, Mac Publishing*

Davison

"Ego ($1.99) has become a habit every morning and every night. I'm a compulsive stat tracker throughout the day, and Ego gives me a simple dashboard that tracks traffic to GamePro.com and our mobile site, plus I can track both the GamePro Twitter feed stats and my own personal feed."

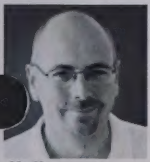
Garib

"Civilization Revolution ($6.99) is one of the games I keep coming back to again and again. A classic franchise with game play ideally suited to the iPhone. It's perfect because every time you play it mixes things up for you."

— ***John Davison**, executive VP, Content, Gamepro*

Haslam

"For work, Pocket Informant ($12.99) is a decently priced app that really takes your calendar to new heights. Easy to use and good-looking, it takes care of all the Google calendars you have. I couldn't live without it.


Hoij

"When you check in at different locations in your city, Foursquare (free) keeps track of your other Foursquare friends and collects scores. The more places you go to and the more frequently you check in, the more points do you get."

— ***Magnus Hoij**, editor-in-chief, Internetworld Sweden*

"Sadly, I'm checking my Blackberry for work e-mail far more often than I care to admit. But for fun I use Pandora Radio (free) to listen to music. The only app I've paid for is a game for my kids called Pocket God. It's well worth the 99 cents when I need to keep them quiet when we're waiting in line or on a long drive. Unfortunately, my wife and I have three kids and only two iPhones so one invariably has to go without. (There's also Stealth Tones ($.99), which plays high-pitched screeching tones that cannot be heard by adults. I tried it on my kids and it works. I can't hear it at all. They say you can link it to your stereo and kids will clear the room.)"

— ***Clark Morey**, director, International Accounts, IDG Global Solutions*

"For the Blackberry, I absolutely love UberTwitter (free). I tweet updates and images while on the go, which helps continue interaction with the community regardless of where I am. This is both work (@ciopk) and fun (@rabiagarib).

"For the iPhone, my favorite app is Jaadu VNC ($24.99), a VNC app to communicate with and control the desktop through the iPhone. Another reason the app is a significant one is it was one of the first ones developed by a Pakistani, a Carnegie-Mellon University grad. It really provided a breakthrough for other local mobile app developers."

— ***Rabia Garib**, CEO, Rasala Publications Group*

"My top app for work is Measures (59p, $.99). I spend a lot of time converting the U.S. dollar price of products into U.K. pounds, and it saves going to XE.com every five minutes. It will also be handy while I'm in San Francisco for the Macworld Expo.

"My top app for fun is Good Food (£1.79, $2.99), a collection of healthy recipes from BBC Good Food magazine. There are all sorts of recipes available, and the app includes detailed instructions for preparing them and the nutritional value of the food once cooked."

— ***Karen Haslam**, editor, Macworld U.K.*

celebrating 10!

Name
Sandy Weill

Home
Framingham, Mass.

Joined IDG
I joined Network World in March1999. I'm not sure of the exact title, but it was something like Ad Coordinator.

Career path
Ad coordinator; sales rep for NWW recruitment department; event sales rep for NWW events; event sales manager for NWW events; senior event sales manager for NWW events; director of Computerworld Honors Program; senior director of Executive Programs.

Current responsibilities
Senior Director of Executive Programs. I am the sole sales person for Computerworld Honors; the sole salesperson for the Custom Awards Program; and I sell into other CW events; executive dinners; roundtables and summits and so forth.

Latest accomplishment
I just sold the third Custom Award Program for Computerworld.

Career highlight
Having dinner with Pat McGovern at my 10-year anniversary mark.

Family
My son Steven is 18, and we have two dogs, Ed and Bella.

Most rewarding thing you've ever done
Giving birth to my son, Steven.

What talent do you wish you had?
To be able to sing in tune and be a backup singer to a Motown-type group.

Dream destination
Europe

Fantasy job
Owning a high-end chocolate and coffee shop.

Last good deed
Sent money to the MSPCA and visit Buddy Dog, an animal shelter, monthly.

First job?
Babysitting at 12 for three sisters.

What it taught you?
Increased responsibility.

Most prized possession
Right now it's my Mini Cooper.

Computerworld's ***Sandy Weill*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating her decade of service to the company.*

Collection
All the Star Trek DVDs from each series.

Favorite celebrity encounter
Ann Meara — practically bumped into her head-on while walking in Manhattan on 5th Avenue — she is much taller than I expected and has striking red hair!

Luxury item you can't live without
Heated seats in my car.

Your last meal would be
Hot fudge sundae.

Favorite vacation spot?
Carribean

What others can't tell just by looking at me
I'm a big Star Trek fan.

If you won the lottery tomorrow, you would
Continue working; donate money to a variety of charities including the American Cancer Society and Buddy Dog; and travel as much as possible.

Manager's profile
"Sandy is an absolute pleasure to work with. Since joining the Computerworld team, she's taken on a leadership role in driving sales for the Computerworld Honors Program. She has incredible enthusiasm and passion for the brand, and as a result has contributed immensely to our continued success."

— *John D. Amato, vice president & publisher, Computerworld*

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Deepa Ahuja *IDC MEA*
Nina Carrara *IDG World Expo*
Alana Dros *IDG Human Resources*
Paul Kent *IDG World Expo*
Dennis Lodin *IDG Sweden*
Pat McGovern *IDG*
Tara Wislocki *IDG World Expo*

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IDG **World**Update

1 MARCH 2010
VOLUME 40, NUMBER 7

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG U.K. sets up SMS group to drive new revenue

Led gen, ad networks and social media will continue to gain importance

Signaling its intent to strengthen direct partnerships with its largest clients while driving revenue from three key areas — lead generation, advertising networks and social media — IDG U.K. has announced the formation of a new Strategic Marketing Services group.

The group will be headed up by **Dan Shaw**, previously associate publisher of Techworld and ComputerworldUK, who will report directly to IDG U.K. Managing Director **Kit Gould**.

IDG U.K. Managing Director ***Kit Gould***

"We witnessed a 15% increase in Q1 revenues this year compared with Q1 FY09 and 75% of that came from the growth in lead gen, ad networks and social media products, so we think there is a strong justification for focusing our efforts further in these areas," Gould explained.

The new group, which is modeled on the Strategic Marketing Services group in the U.S., led by President **Matthew Yorke**, will focus on developing products and services that are complementary to but outside of the traditional content-based advertising-supported businesses that operate under established IDG brands, Gould said. In a slight variation on the U.S. model, IDG U.K. SMS will also oversee the company's TechNetwork business.

Dan Shaw *will serve as head of the new SMS group as well as associate publisher of the IDG Tech Network in the U.K.*

IDG U.K. Strategic Marketing Services will be responsible for the following areas of business:

continued on page 5

> *"We witnessed a 15% increase in Q1 revenues this year compared with Q1 FY09 and 75% of that came from the growth in lead gen, ad networks and social media products, so we think there is a strong justification for focusing our efforts further in these areas."*
>
> *— Kit Gould*

Fee-based MacVideo Association offers exclusive benefits

IDG U.K. is trying a new approach to gaining user-generated revenue by establishing a fee-based members section on its MacVideo site.

Launched in March 2008, www.macvideo.tv is a comprehensive information resource for professionals who use Macs to create videos. The site covers a variety of video applications with content packaged around five channels: editing, DVD authoring, encoding, camera technology, and visual effects and motion graphics. MacVideo.tv includes news, reviews, interviews, forums, blogs, a directory and a calendar of industry events. About 1,500 to 2,000 unique visitors come to the site daily.

Visitors can join the MacVideo Association (MVA), which had a soft launch in early February, for £99 (US$153) annually. Members get exclusive content and discount deals, including:

- **Up to 10% off online Apple Store products**
According to Publishing Director **Mustafa Mustafa**, IDG U.K. was able to strike this deal because it set up the new members area as an association. "Apple has partner programs in place to support these kinds of initiatives that offer a service to professionals within key sectors of their market," he said. Members who purchase from Apple U.K.'s online store are directed to a special MVA discount page.

- **Invitations to exclusive MacVideo Live events**
As part of the Apple partnership, IDG can use Apple's London office facilities to host four MacVideo events a year at no cost to MVA members. Apple can market

continued on page 4

Inside this issue

Fill out the annual IDG Employee Survey by March 10 *page 2*

IGS EMEA staff host trivia contest to raise funds for Haitian earthquake relief *page 2*

One on one: Computerworld Director of Blogs Joyce Carpenter *page 3*

Macworld Spain boosts reader revenue with more specialty guides *page 4*

Celebrating 20! IDG Denmark's Kirsten Højrup *page 8*

in brief newsworthy

Your opinion matters! Fill out the Employee Opinion Survey by March 10

What is the IDG Employee Opinion Survey?
The IDG Employee Opinion Survey is an annual survey offered to all IDG employees worldwide and provides employees with the opportunity to anonymously provide their views in a variety of areas, including IDG as a global company, business unit image and leadership, work environment, job training, job satisfaction, growth potential, management, as well as other areas.

Why do we do it?
The Employee Survey is an important communication tool that provides IDG with critical information on the internal health of the organization. The results present IDG and IDG business units with an opportunity to focus on organizational and employee needs and leverage the company's strengths to maintain a competitive advantage. The Employee Survey is a powerful tool through which employees can facilitate workplace enhancements and organizational change. Over the years, survey results have produced positive changes at the departmental, business unit and company-wide levels.

What happens to the results?
Each IDG business unit receives the results of the overall business unit, as well as the results of individual departments. Business units are expected to share the survey results with employees at group or departmental meetings, providing a forum to further explore any issues and share successes raised in the summarized data. Each business unit is then asked to create an Action Plan outlining the most critical areas and issues to address in the coming year and submit a copy of this action plan to IDG Chairman Pat McGovern.

How do I get access to the survey?
Beginning February 22 employees at all business units worldwide received an e-mail from Research Results that included a unique password and a link to the Employee Survey online. Employees may complete the survey in one sitting or start and come back later to finish it without losing any previously answered information.

Is the survey anonymous?
The anonymity of individual responses is guaranteed. All data submitted by respondents goes directly to Research Results, Inc., an independent research firm, and is captured in a secure database on the Research Results server.

For additional information, please contact your local survey contact or Human Resources department.

IDG Global Solutions staff in the U.K. raise funds for Haitian relief effort

***Neil Michael**, director, International Sales) (left), **Verity Homewood**, senior program delivery manager, and **Shane Hannam**, director, International Sales, served as quizmasters for their IDG Global Solutions colleagues during last month's pub quiz.*

In golf, what is the name given to the grassed area between the tee and the green?

How is singer Paul Hewson better known?

In which country is the world's highest waterfall?

If you can answer these questions, staff from IDG Global Solutions U.K. could have used your help at their local Red Lion pub one recent Tuesday night, where they gathered to square off in a pub quiz (aka trivia contest), which served as a fund raising event for the local Red Cross's Haitian relief efforts.

Organized by Senior Program Delivery Manager **Verity Homewood**, the contest featured five four-person teams from IGS, each of which paid £20 (US$31) to enter. IGS Directors, International Sales **Neil Michael** and **Shane Hannam** and Homewood served as quizmasters. The teams — Thin Lizzies, 180, Not Nearly There, Tequila Tigers and the ultimate winner, The Uber-Brain, led by Management Accountant **James Lee** — fielded questions, devised by Homewood, on topics including television, movies, sports, general knowledge and music. There were also two photo rounds in which participants had to recognize scenes from movies and identify pub names based on the pubs' iconic signs.

"James is amazing at quizzes," said Lee's teammate Marketing Communications Specialist **Joe Altria**. "He was literally writing down the answers before the questions had been fully read out."

The contest was so popular that additional questions were needed, so The Red Lion supplied its generic quiz book for extra brain teasers. The pub owners also supplied the contestants with free chips (french fries to those outside the U.K.) and made a donation to the Haiti cause as did a few pub patrons. During the week of the quiz, IGS staff members also paid £5 (£1 a day) for the privilege of wearing casual clothes instead of suits and ties. In the end IGS raised £330 ($510) for the British Red Cross (http://tinyurl.com/ybb7242).

For more information, contact Joe Altria at joe_altria@idg.com.

Answers:
1. Fairway 2. Bono 3. Venezuela (Angel Falls)

Museum of Science passes are in

As a corporate member of several museums in Boston, IDG has a limited number of passes for employees, including those from other regions who are visiting the Boston area. Request up to four passes to the following museums by sending an e-mail to world_update@idg.com with your name and business unit address:

New England Aquarium
Museum of Science in Boston
Children's Museum of Boston

the interview

one on one

Joyce Carpenter
Computerworld's director of blogs is this week's columnist. Reach her at jcarpenter@computerworld.com.

Q What does a Director of Blogs do?

A First, I try to embrace the oxymoron that is my title. Actually, directing bloggers is about as likely as herding cats. Rather, I nudge, cajole, hint, suggest and advise as bloggers need a little help with ideas or to improve their postings.

We have a variety of bloggers, with different types of experience and expertise. Some bloggers, for example Mitch Wagner (http://blogs.computerworld.com/wagner) and Steven J. Vaughan-Nichols (http://blogs.computerworld.com/sjvn), are tech journalists who each have a good understanding their craft as writers and of our readers. Some of our bloggers are enthusiasts turned writers. And some are people from industry who want to share their expertise with their peers.

I try to find bloggers who fall into all of those categories and who can discuss different aspects of technology. I have different sources: my own reading in the blogosphere, recommendations from co-workers and bloggers, contact from potential bloggers via Twitter, inquiries from PR firms.

> *"We have certainly had occasions where bloggers have not met our standards. Some people get it, some don't. The latter don't blog for us anymore."*

Once I have someone who might work out, I get them going with our software, which is a Drupal system, edit their posts to greater or lesser degrees depending on their abilities, and help the posts get page views from the social media world, for example Twitter and Digg. For example, I'm quite active at Digg. As a result of my networking at that site, I was able to successfully submit a recent post about NoSQL database systems. It was voted up by the community and made it to the front page at Digg. It's this month's top post as a result. I and many of our bloggers are also active at Twitter. I tweet about the posts and retweet the bloggers' tweets to my followers.

Q How do you balance how many paid bloggers you retain vs. bloggers who will work for free? Has that balance changed the last few years?

A Some of our bloggers are paid based on their page views each month; these tend to be the professional writers who are posting every day. One of my challenges is to produce lots of page views while staying within budget. I'm currently able to maintain almost half a dozen regular, paid bloggers. Last year at this time, it was more. I have to try to estimate how many page views each of the paid bloggers is likely to get each month and hope I come close to the right number. Generally, they seem to trade off good months, so it's worked out rather well. However, when there's a big Mac event, Seth Weintraub (http://blogs.computerworld.com/weintraub) will live blog the event. That's been known to overwhelm our servers and bust my budget.

In part because of the budget challenges this year, and in part just to try it, I've been adding a few more unpaid, industry bloggers to our ranks. For example, David Intersimone (http://blogs.computerworld.com/intersimone) works for Embarcadero Technologies, a company that creates tools for developers. David blogs about trends in programming. (It was his post on NoSQL that was made popular at Digg in my answer above). Doug Haider, a principal technologist with Xirrus, blogs about Wi-Fi and Chris Poelker, FalconStor, blogs about storage management.

These industry bloggers are not paid, but they can take quite a bit of time. I have strict guidelines about their posts. First and foremost, they may not use the blog to promote any product, company or service. Their posts must be vendor-neutral. But that's not the problem. Since they are not professional writers, I need to spend more time teaching them about headlines and writing styles than the journalists. Also, the paid bloggers tend to stick with it, whereas the unpaid bloggers can get busy with their real lives and disappear. I'm constantly on the lookout for good free bloggers.

Q What are the main characteristics of a good blogger?

A For Computerworld blogs, a good blogger is:

- Someone with expertise in an aspect of technology that our readers want to know about.
- Someone who understands the craft and the ethics of journalism.
- Someone with a proven ability to develop an audience.
- Someone who can write an interesting post at a regular interval (for example, daily for our paid bloggers and weekly for unpaid).
- Someone who understands how to use social media to promote their blog.
- Someone with well-supported opinions.

Q Do you have any favorite carrots to spur along some bloggers who might not be keeping up to speed — or to your standards?

A Only the unpaid bloggers have any problem keep-

continued on page 6

Read this expanded column on IDG Central with Carpenter's thoughts on Twitter's value for editors and an overview of Digg and Slashdot.

MacVideo

continued from page 1

its video solutions at these events, which will be organized in a training format. In addition, for the last several years, MacVideo Live seminars and conferences have been held at key video-oriented trade shows around the U.K. Most recently, the MacVideo team hosted a seminar, The Future of Digital Video, at the Broadcast Video event in February. Excerpts from that seminar can be viewed at http://tinyurl.com/yjbqryw.

- **Privileges to post in the new MVC classifieds section**

MVA members can post up to 12 classified ads during the year to sell their unwanted video equipment (hardware or software), look to buy used equipment, or advertise their professional services. Each member gets an area on their membership page where they can post and manage these ads. MacVideo.tv visitors who are not MVA members will be able to view the ads.

- **High-definition movies to download**

Members can view video footage on the MacVideo site in an HD format, which, for example, allows them to see the quality of the camera footage on a camera review. Members can also download this footage to any Apple mobile device, a convenience for users who are often on location and need the flexibility to view videos on the road.

- **Exclusive video tutorials from industry experts**

Macvideo.tv has video tutorials for regular visitors, but members will have access to a more varied array of content. In addition, the length of reviews-oriented videos available to all visitors may be limited, as the staff tries to maximize visitor experiences with downloads, since bandwidth capabilities vary. However, user feedback has shown that being able to watch full video pieces and footage filmed is highly valued by the MacVideo community, so MVA members will now have better access to longer videos.

- **Extended newsletter packed with exclusive content**

Regular visitors can sign up for MacVideo's weekly newsletter with the latest Mac-related videos, reviews, interviews, news and early notifications about MacVideo Live events and seminars. MVA members will now have more extensive information in their version of the newsletter.

- **30% discount off Focal Press Books**

These products offer expert advice on digital imaging and photography, animation, film and video, postproduction, audio, music technology, broadcast and theater.

The MacVideo team aims to have at least 200 members by the end of FY10.

Write to mustafa_mustafa@idg.co.uk. WU

Macworld PRÁCTICO
14
Mac OS X 10.6
Snow Leopard

In the early days of testing special issues, the Macworld Spain staff used higher quality paper for both the cover and the interior pages. They have since decided they can achieve the "like a book" feel for the guide by using high-quality cover stock and regular paper on the inside as with the monthly Macworlds. Initially, the team tried using mostly repurposed content from previous Macworld magazines, but they found that readers didn't like that approach. Now they use a small amount of reused content as a starting point, or to complement some elements of the guides.

Macworld Spain gains reader revenue with frequent specialty guides

In an effort to boost reader revenue, Macworld Spain has increased the frequency of its special issues and fine-tuned the format to better meet reader preferences and maximize profits.

Macworld Spain now produces a special issue every two months, charging 10 euros (US$13.50) for the 100- to 132-page issue compared with 6 euros ($8.12) for the regular 116-page monthly Macworld magazine.

"Our vision is that these guides usually replace the need for a book or a user manual, and we try to cover hot topics or common and important applications," said MW Spain Editor **Daniel de Blas**. The team has a Mac OS X special guide that is updated when the operations system has a major version changes, and special guides for Office, iLife and iWork suites. Apple, which doesn't usually invest ad money in the regular Macworld magazine has sponsored some of the guides, including those for the Aperture and Final Cut professional applications.

"Readers have shown they want original and high-value content, and then they are willing to pay high cover prices," de Blas said. A majority of readers also told them they didn't want the cover-mount CDs that used to accompany the guides, so eliminating those has helped cut costs.

The staff keeps editorial costs down by using one or two freelancers, rather than hiring new staff, to create the content. Design is also done by freelancers, and there are some costs for illustration and artwork. Editorial costs average 3,000 to 4,000 euros ($4,000 to $5,300) for each guide.

The guides bring in about a quarter of the advertising of a regular Macworld Spain. Advertisers in the Mac space in Spain tend to be small companies that make a big effort to invest in the regular magazine, so investing extra in the guides can be difficult for them, de Blas explained.

However, sales of the guides have been the key factor to adding revenue to the bottom line. The guides usually stay on the newsstands for three months, and they are selling very well to customers such as Mac resellers that want to sell them in stores. "We also have some good direct sales, even though we still don't have a very fine-tuned system to order them online, and we don't have PayPal yet," de Blas said. "This is a very important point, because revenue per issue is much higher in a direct sale — shipping costs are about 0.6 euro ($0.81), and we don't have to pay distribution and newsstand costs."

The staff has also just begun to sell subscriptions to the guides as another potential revenue stream. They are also considering increasing the cover prices for some of the guides, such as the Mac OS X series, that have more pages, or others that tackle a particularly trendy topic.

Write to Daniel de Blas at dblas@idg.es. WU

IDG U.K. SMS

continued from page 1

- The IDG TechNetwork.
- Client Services.
- Coordination of social media campaigns across IDG U.K. brands.
- Internal promotion and support of knowledge and representation of emerging media areas and opportunities.
- New product and service offerings to the company's largest clients.

These new products and services could include Market Fusion services, content auditing, social media analysis and marketing strategies, lead generation benchmarking services, cross title/brand programs, and content syndication.

"IDG's brand-based businesses are, and will remain, at the core of our business, but tremendous opportunities exist for us to reach out beyond these business models and embrace some of the changes that are taking place in the digital market," Gould said. "To do this, we must continue developing products and services that match our clients' changing requirements and expectations."

These new "beyond the boundaries" businesses require leadership skills that differ somewhat from those of traditional publisher skills, Gould said, adding that this was why he felt it was important to set this business up as a separate unit. "Traditional publishers focus on hiring and developing staff to build internal resources and brands, whereas these new businesses are much more about partnering and working with people and organizations outside the company," Gould said. (See slide at left for Gould's comparison of the skills needed by traditional publishers vs. those needed by leaders focusing on social media, ad networks and client services.)

"We will be working very closely with our existing sales teams to drive incremental revenue into their brands," said Shaw. "IDG U.K. now holds very strong market leading positions for all its brands. Therefore, further growth is going to come more readily by expanding our offerings and locating and securing revenues from budget holders in areas such as PR, field sales and marketing departments."

IDG U.K.'s SMS group will target the company's top 30 clients. "But if smaller clients are interested in any of the initiatives, the SMS team will work with them through the established brand networks," Shaw noted.

Contact Kit Gould at kit_gould@idg.uk.

Traditional Publishing skills	'Beyond the boundaries' skills
Brand development and exploitation	Aggregating external capabilities
Internal HR management	Resource outsourcing & Partnering
Audience targeting & content creation	Community and partner interaction
Web site building & development	Audience aggregation & segmentation
'Brand' focused solutions	'Audience' focused solutions
'Traditional' Publisher revenue model	New 'Flexible' business models
Established and Predictable Costs	New and unpredictable cost elements

*IDG Managing Director **Kit Gould** supplied this comparison of the skills needed by traditional publishers, who tend to be more focused on hiring and developing staff to build internal resources and brands, and leaders focusing on some of today's new businesses who are much more focused on partnering with people and organizations outside the company.*

Coming up

Directions
An IDC event
March 4 (Boston)
March 10 (Santa Clara, Calif.)
www.idc.com

Premier 100: IT Leaders Conference
A Computerworld event
March 7-9
Phoenix
www.premier100.com

IDG Marketing Summit
An IDG and IDC customer event
March 9
San Francisco
Contact: nelva_riley@idg.com

IT in Government
An IDC Ireland event
March 9
Dublin, Ireland
www.cio.com

Megasite Infrastructure Strategy
March 10
Minato-ku
Tokyo
www.idg.co.jp/english/event

CIO Perspectives
A CIO event
March 10
Philadelphia
www.cio.com

IDC Brazil Information Security & Business Continuity Conference
March 17
Sao Paulo, Brazil
www.idclatin.com

Open Source Business Conference
A Computerworld event
March 17-18
San Francisco
wwww.osbc.com

SaaSCon (Software as a Service Conference)
A Computerworld event
April 6-7
Santa Clara, Calif.
www.saascon.com

Storage Networking World
A Computerworld event
April 12-15
Orlando, Fla.
www.snwusa.com

E3 Expo
An IDG World Expo-produced event
June 15-17
Los Angeles
www.e3expo.com

noteworthy people

Promotions

Angkatavanich

Matika Angkatavanich, previously senior program delivery executive for **IDG Global Solutions** in San Francisco, has been promoted to program delivery manager. "Matika transitioned last year from print sales support into a program delivery executive role, handling the ever more complex programs IDG Global Solutions books and manages these days," said IGS VP/U.S. and Asia Pacific **Michael Mullaney**. "She has really excelled at being proactive, attending to detail and problem solving to handle these custom projects." Matika joined IDG in Nov 2000 and has B.A. in clinical psychology from San Jose (Calif.) State University. *matika@idg.com*

Russell Kearney had been promoted to senior account manager for Computerworld and Techworld at **IDG U.K.** "In his first year, Russell has established great relationships with key agency clients and has had a direct influence on the increased volume of advertising that CW and TW have receieved in tough market conditions," said **Steve Marshall**, sales manager in the B2B division at IDG U.K. "Everyone who works with Russell values his individual contribution and genuinely enjoys working with him." *russell_kearney@idg.co.uk*

New employees

Berk

Lindsey Berk has signed on as an account executive with **IDG Tech Network** in New York City. She was previously an ad sales marketing specialist with Sirius XM Satellite Radio. She has a B.A. in advertising from Penn State University and enjoys snowboarding, running, cooking and traveling. *lindsey_berk@idgtechnet.com.*

LYNN HOLMLUND

Hadden

Kate Hadden joins **IDG Enterprise** as event marketing manager. Kate comes to IDG from the Association of Corporate Growth Boston where she was marketing and communications manager. Kate earned a B.A. in English literature from Duke University in Durham, N.C., and an M.B.A. from the University of Glasgow Business School. Outside the office she enjoys running and other sports, theater and traveling. *khadden@idgenterprise.com*

Returning employees

McCrory

Anne McCrory, most recently editorial director for TechTarget's CIO/IT Strategy Group, is VP/Editorial Event Strategy for **IDG Enterprise**. She originally joined Computerworld in 1991 as a copy editor. Anne has a B.A. in journalistic studies and Soviet and East European studies from the University of Massachusetts/Amherst and an M.B.A. from Boston University. After hours she enjoys travel, gardening and entertaining her four-year-old niece. *amccrory@idgenterprise.com*

DeMattia

Adam DeMattia rejoins IDG as a research analyst at **IDG Research Services** in Framingham. Previously he worked as a conference specialist at IDG World Expo. Adam holds a B.A. in economics from the University of Massachusetts/Dartmouth and outside the office enjoys fishing, kayaking, whiffle ball and playing with his yellow Labrador Bailey. *adam_demattia@idgresearch.com*

Transfers

LYNN HOLMLUND

Malkasian

Jen Malkasian, previously a team lead in the **IDG Enterprise** Online Account Services Group, is now a customer intelligence and newsletter specialist in the Technology Support Group. Jen originally joined IDG in 1999. She earned a B.A. in English from Framingham State College and when not working, enjoys playing poker, taking yoga classes and spending time with family and friends. *jen_malkasian@idg.com.*

Please send new hire, promotion or transfer information for the Noteworthy column to world_update@idg.com.

One on One

continued from page 3

ing up the pace. If they're falling behind, I send a note of inquiry, offering to help if they need ideas or assistance getting something into our system. If that doesn't work, the stick is the threat to close the blog.

We have certainly had occasions where bloggers have not met our standards. If it's a writing problem, I try to help them out with resources and editing. If it's a page view problem, again I try to help them out with social media promotion and advice about that. Some people get it, some don't. The latter don't blog for us anymore.

Q What kinds of non-blogging-related activities do you do at IDG?

Q My primary non-blogging activities are in the social media world. I try to figure out what all those sites — Twitter, Digg, Facebook, LinkedIn — can do for us. Sometimes I figure some of it out, sometimes I don't. If I do manage to make progress, something will inevitably change and I have to re-think my actions. It's never dull. Along with other members of the IDG Enterprise Editorial Social Media Task Force, I've led a few Lunch & Learns to spread what we've learned. I'm also facilitating this quarter's book club with IDG Training. We're reading Socialnomics: How Social Media Transforms the Way We Live and Do Business. It's on April 1, at 1 PM EST. For more information, see the IDG Training course catalog (https://hr.idg.com/training/Course-Catalog.asp).

I also supervised an internship program last fall. We had two undergraduates, Chris Gullo and Lisa Smrdel from Emerson University, work with us to copy edit articles and blogs as well as keep an eye on reader comments across our site. In their last month, they created a "Video gift guide for the gadget generation" (http://tinyurl.com/yz4uud2). They worked hard on it, and we all had a lot of fun helping out and seeing it come to life. We don't have any interns this semester, but I hope we'll be able to repeat that experience again in the future.

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

46

Patrick McGovern *IDG*

24

Linda Gorgone *IDG Enterprise*

21

Uschi Istavrinos *IDG Germany*
Martin Fälström *IDG Sweden*

20

Thomas Wilms *IDG Germany*
Patricia Smith *IDG World Update*
Carolyn Marsan *Network World*

19

Reinhard Prasse *IDG Germany*

18

Elga Legranzini *Nuov@Periodici Italia*
ders Lotsson *IDG Sweden*

17

Eva Pechova *IDG Czech*

16

Jens Stark *IDG Switzerland*
Peter Vermeulen IDC Benelux

15

Hans Jørgen Christiansen *IDG Denmark*

14

Thomas Cloer *IDG Germany*
Enrico Zambetta *Nuov@Periodici Italia*

13

Alan Tang *IDC Hong Kong*
Sascha Alexander *IDG Germany*
Thorsten Eggeling *IDG Germany*

12

Beth Ramistella *IDG Human Resources*
Wayne Hetherington *IDC*
Melanie Posey *IDC*

1

avid Tapper *IDC*

10

Todd Hall *IDG*
Hansjörg Honegger *IDG Switzerland*
Lina Vikman *IDG Sweden*
Timothy Grieser *IDC*
Ric Hudson *IDG Australia*
Michele Wescott *IDG Enterprise*

9

Ales Mlejnsky *IDC Czech*
Bob McMillan *IDG News Service*
Sabine Anegg *IDG Germany*
Maarten van Hage *IDG Netherlands*
Rick Val *IDG Netherlands*
William Stofega *IDC*
Bushra Khalid *IDG*
Zachary Sullivan *IDG Enterprise*

8

Dora Yang *IDG China*
Koen Zijm *IDG Netherlands*

7

Adrian Ho *IDC Singapore*
John Kim *IDC Korea*
Jiahuan Liu *IDG Asia*
Xin Zhang *IDG China*

6

Helen Tian *IDG China*
Søren Queitsch *IDG Denmark*
Masamichi Karasawa *IDC Japan*
Anna Ekström *IDG Sweden*
Coby Smith *IDC*

5

Phuong Dang *IDC Vietnam*
Alan Tsao *IDC Taiwan*
Banni Shen *IDG China*
Katja Staffetius *IDG Germany*
Paola Soriano *IDC Peru*
Edite Lopes da Silveira *IDC Brazil*
Rachel Hunt *IDC U.K.*
Leigh Worthing *IDC U.K.*
Robert Tons *IDC*

4

Letchmy Ganapathy *IDC Singapore*
Bill Rojas *IDC Hong Kong*
Frank Wang *IDC China*
Amy Bennett *Computerworld*
Lawrence Coffin *Computerworld*
David Gradijan *IDG Enterprise*
Nana Li *IDG China*
Sebastian Woerle *IDG Germany*
Peter Holzinger *IDG Germany*
Pontus Jeppsson *IDG Sweden*
Jeroen Jonker Roelants *IDG Netherlands*
Mark Nederpelt *IDG Netherlands*

3

Fabian Cardoz *IDC India*
Harsha Sundararaman *IDC Singapore*
Carrie MacGillivray *IDC Canada*
Anneli Jansson *IDG Sweden*
Gabor Fauszt *IDC Hungary*
Andrew Shepherd *IDC U.K.*
Aimee Bartlett *IDC*
Melissa Henderson *IDC*
Stephen Conway *IDC*

2

Yong-Hyun Kim *IDC Korea*
Mayur Sahni *IDC Center for Consultancy & Research/India*
Elise Ryan *IDG Enterprise*
Jay Zheng *IDG Enterprise*
Andrew Harrison *PC Advisor*
Martin Veithch *CIO U.K.*
Ming Huang *IDG China*
Wei Wang *IDG China*
Anja Kjer Kristensen *IDG Denmark*
Michael Hermann *IDG Switzerland*
Åsa Johansson *IDG Sweden*
Pascale Vonk-Romein *IDG Netherlands*
Claudia Hochman *IDC Argentina*
Stella Saretta *IDC Brazil*
Andrew Bell-Wright *IDC U.K.*
Ludwik Krakowiak *IDG Poland*
Elizabeth Jolles *IDC*
Joseph Ferrantino *IDC*
Nancy Ie *IDG Australia*
Madeline Kruzel *IDG World Expo*

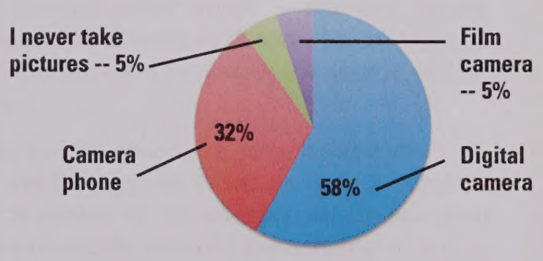
1

Carl George Ellish *IDC New Zealand*
Wanwadee Tiavongsuvan *IDC Thailand*
Chetan Patil *IDC Center for Consultancy & Research/India*
Susan Hansbury *CXO Media*
Jie Chen *IDG China*
Albert Tan *IDG China*
Jingcheng Guo *IDG China*
Karen Schweikert-Bauer *IDG Germany*
Diego Valer *IDG Peru*
Nathalie Buccieri Ortiz *IDC Brazil*
Keiko Oliva *Now!Digital Business*
Spandus Lui *IDG Australia*
Jay Hammer *CXO Media*
Lisa Bolwin *IDG Enterprise*
Owen Fletcher *IDG News Service*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Question of the Week results

What kind of camera do you use most often?



Log on to www.idgcentral.com to vote on this week's question:

Do you agree with the decision to convict three Google executives for violating Italy's privacy law?

celebrating 20!

*Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG Denmark's **Kirsten Højrup** traveled to Zambia with her husband in December 2009.*

Joined IDG

April 1, 1989

Career path

I worked in sales during the start ups of our magazines — PC World, MacWorld and others — in the early days before everything went digital. Currently I work in the sales department as chief coordinator for all our core products at IDG Denmark, print as well as online.

Why I chose this trip

My husband, Steen, and I have great friends in Zambia who have been farming there for 35 years. They have told us a lot about their daily life, and for many years we have wanted to experience it ourselves.

Trip highlights

We spent many days on the farm, which is in the southern part of the country between Choma and Livingstone. We got a pretty good idea of what farming is like in an African country — very, very different from a Danish life. The climate was fantastic; the warm temperatures were very much appreciated by Nordic people like us in December! Even though it was in the middle of the rainy season, we spent most of our time outdoors.

A Baobab tree, also known as the "tree of life."

We also had time for being tourists in the country. We travelled in Dr. Livingston's footsteps, and paid a visit to the spectacular Victoria Falls. We went canoeing on the great Zambezi River with crocs and hippos, and also did white water rafting; it was exciting and fabulous. We also spent four lazy days in a lodge on the banks of the Zambezi in Livingstone.

Elephants stroll at Lake Kariba, the largest man-made lake in the world.

At the edge of Victoria Falls. At 1,708 meters (1.061 miles) wide, it is the world's largest curtain of water.

Crane dance.

We sailed on Lake Kariba, observed local fishermen in small handmade boats, and went very near to several small islands close to the coastline of Zimbabwe where there was lots of wildlife — elephants, hippos, antelopes of all different kinds and a fantastic array of birds, including many fish eagles, the national bird of Zambia.

We also had the opportunity to go hunting, and Steen was lucky enough to shoot a Puku, an antelope native to Zambia. On this excursion we also saw great varieties of wildlife, including eland, springbok and zebras.

This was an absolutely fantastic trip of a lifetime. We will be back!

and finally...

The *World Update* editors would like to thank the following people who assisted with this issue:

Joe Altria *IGS EMEA*
Daniel de Blas *IDG Spain*
Joyce Carpenter *Computerworld*
Kit Gould IDG U.K.
Lynn Holmlund *IDG Enterprise*
Kirsten Højrup *IDG Denmark*
Joe Mola *Computerworld*
Mustafa Mustafa *IDG U.K.*
Sharee Pancha IDG U.K.
Manuel Pastor *IDG Spain*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2010, OpenSource World, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

8 MARCH 2010
VOLUME 40, NUMBER 8

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IAN SHARP

Caroline Bucknell

IAN SHARP

Michael Dickinson

Inside this issue

IDG News Service correspondent makes front page *page 2*

Bob Carrigan delivers keynote at Digital Innovators Summit *page 2*

One on one: Joji Tatsugi, IDG Japan and IDG Korea *page 3*

Employees explore management, leadership skills at MEP *page 4*

IDC, IDG SMS team up for Twitter promo for Directions *page 5*

Celebrating 20! IDG News Service Editor-in-chief Elizabeth Heichler *page 8*

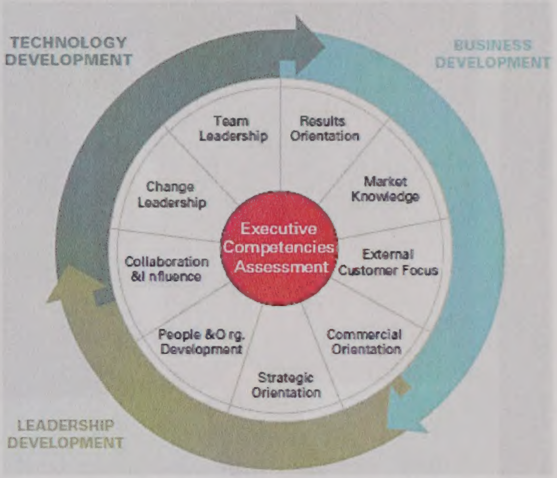
IDG Australia launches Pathways for rising tech leaders

Begun in January, CIO Executive Council program adds revenue stream

Rather than reinvent the professional development wheel, IDG Australia's CIO Executive Council took its U.S. counterpart's Pathways program and adapted it for the local market.

Developed by the Framingham, Mass.-based CIO Executive Council with the input of member CIOs, Pathways is a professional development program for CIOs' most promising staffers that brings together best practices, thought leadership and group mentoring. Pathways is a self-managed, self-paced 12-month program based on three areas a professional development — leadership, business and technology — that offers participants access to the global best practices contributed by more than 3,000 CIO mentors.

"It's important for our industry to understand that Pathways is not about building technical skills," said **Caroline Bucknell**, general manager of IDG Australia's CIO Executive Program, "rather it is about taking today's technical leaders and giving them the hands-on business acumen that will see them develop into the next generation of IT-related business leaders."



TECHNOLOGY DEVELOPMENT
BUSINESS DEVELOPMENT
LEADERSHIP DEVELOPMENT
Executive Competencies Assessment
Team Leadership
Results Orientation
Market Knowledge
External Customer Focus
Commercial Orientation
Strategic Orientation
People & Org. Development
Collaboration & Influence
Change Leadership

Pathways is based on three IT core competencies – business, technology and leadership. Participants integrate concepts from the program back into their own career development path.

Australian CIO Executive Council members, of which there are roughly 50, pay A$2,500 (US$2,200) for a single Pathways participant, while non-members pay $3,000 ($2,700); Pathways CIO mentors are allowed to enroll one participant at no cost as a thank-you for their time commitment and support. Launched in January in Australia, the Pathways program has

continued on page 5

Network World redesign integrates print, online features

Network World (NWW) emphasized the "new" in the new year with a redesign of its print magazine beginning with the Jan. 4 issue. The result of the affordable in-house effort: better integration of several print/online features, easier on-deadline assembly and streamlined cover design. It was the eighth major overhaul in the title's 24-year history.

NETWORKWORLD
Outlook 2010
NETWORKWORLD
HP, 3Com: Good fit, but has overlap
Cool Yule Tools
What's next for Wi-Fi?

A less crowded cover was just one element of the redesign.

"As our audience increasingly turns to the Web for breaking news and to search for help with particular projects and questions, it has accentuated the role of print to deliver big-picture trend analysis, longer in-depth investigative pieces, and expert opinion," said Editor-in-chief **John Dix**.

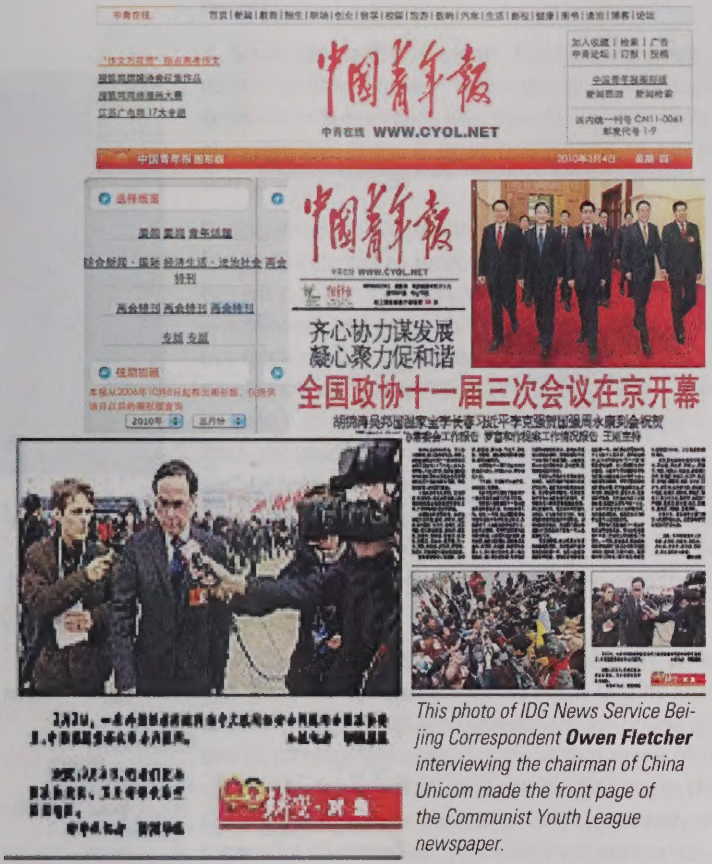
Recognizing that, late last year the staff scaled back the frequency of Network World print to twice per month and added two sections, Tech Debate and Toolshed. Tech Debate lines up two experts with opposing views on a hot topic. "We run that online first, encouraging the audience to weigh in with their own thoughts and vote on who they think got it most right," Dix said. "We then capture some of that input and package it with the original pieces in print, creat-

continued on page 6

newsworthy

in brief

IDG News Service correspondent makes front page of China paper



中国青年报

中青在线 WWW.CYOL.NET

齐心协力谋发展
凝心聚力促和谐

全国政协十一届三次会议在京开幕

*This photo of IDG News Service Beijing Correspondent **Owen Fletcher** interviewing the chairman of China Unicom made the front page of the Communist Youth League newspaper.*

IDG News Service Beijing Corrrespondent **Owen Fletcher** landed on the front page of the Communist Youth League's newspaper recently when he was photographed interviewing the chairman of China Unicom. The caption praised him for speaking "fluent Chinese." The China Unicom exec was in town for high-level Communist Party meetings and the National People's Congress. Fletcher filed a story on the News Service last week about China Unicom and Apple working to get iPhones with Wi-Fi into China soon. **WU**

Bob Carrigan addresses last week's Digital Innovators Summit

VDZ
Verband Deutsch
Zeitschriftenver
ia sf

OLE BADER/SANDWICHPICKER.COM

IDG Communications CEO **Bob Carrigan** delivered the closing keynote at last week's Digital Innovators' Summit in Berlin. Carrigan discussed IDG's journey from print to online, the company's adoption of a "beyond our borders" approach, the IDG TechNetwork and the importance of managing print for profit. The two-day summit, produced by The International Federation of the Periodical Press (FIPP), the Association of German Magazine Publishers (Verband Deutscher Zeitschriftenverleger - VDZ) and the American new media consultancy emediaSF, focused on current and future trends in digital media. **WU**

Coming up

IDG Marketing Summit
An IDG and IDC event
March 9
Ritz-Carlton Hotel
San Francisco
Contact: nelva_riley@idg.com

IT In Government
An IDC Ireland event
March 9
Dublin, Ireland
www.idc.com

Megasite Infrastructure Strategy
March 10
Tokyo Midtown Halls
Minato-ku
Tokyo
www.idg.co.jp/english/events

CIO Perspectives
A CIO event
March 10
Philadelphia
www.cio.com

Directions
An IDC event
March 10
Santa Clara Convention Center
Santa Clara, Calif.
www.idc.com

IDC Brazil Information Security & Business Continuity Conference
March 17
Sao Paulo, Brazil

Open Source Business Conference
A Computerworld event
March 17-18
The Palace Hotel
San Francisco

SaaSCon (Software as a Service Conference)
A Computerworld event
April 6-7
Santa Clara Convention Center
Santa Clara, Calif

Storage Networking World
A Computerworld event
April 12-15
Rosen Shingle Creek
Orlando, Fla.

the interview

ne on one

Joji Tatsugi
The CEO of IDG Japan, IDG Interactive and IDG Korea is this week's columnist. Reach him at joji@idg.co.jp.

> *"In light of the fact at we are still only five months into executing the new business models, we are well ahead of plan. We have exceeded our profit targets for all five months since October and also exceeded our revenue targets for four of the five months. We are also ahead of plan in audience development as well as page view growth."*

Q It has been almost one year since you took over as CEO at IDG Japan. What have been your primary areas of focus since joining the company?

A Since joining IDG last April, I've had two pretty distinct phases: Phase 1, which went on until budget approval in September, was situation analysis and planning; and Phase 2, (post-budget) has been execution of the new plan.

During Phase 1, IDG Japan's management and I focused on trying to thoroughly re-evaluate our current position in Japan. With help from external interviewers and research firms, we listened closely to our marketers, audience and employees; as well, we researched our competition and analyzed our finances in quite a lot of detail. By doing this, we gained a fresh perspective on where our strengths were as well as areas of improvement. And based on this new perspective, we put together a new set of goals and plans for not only the upcoming fiscal year, but a mid- and long-range roadmap for the next three years.

From Phase 2, we started executing the plan, which was largely to exit several print-centric brands and to funnel the savings into investment for online and events product launches. It is great that many of the upcoming opportunities in Japan for IDG are in the same areas as where the rest of IDG has already made successful investments: premium lead generation, TechNetwork, social media, etc. A big part of the execution of the plan has been reaching out to, and receiving immense help from, the larger IDG family in getting these products and services launched in a cost-effective and customer-focused way.

Q Can you describe the progress you and your team at IDG Japan have made to date?

A I am very pleased with the progress my team has made. IDG employees in Japan are probably the hardest working team I have ever worked with. Most of them had not been exposed to the new business models we are now executing, and they are still on a steep learning curve. In light of the fact that we are still only five months into executing the new business models, we are well ahead of plan. We have exceeded our profit targets for all five months since October and also exceeded our revenue targets for four of the five months. We are also ahead of plan in audience development as well as page view growth.

Q You now also manage IDG Korea. Can you briefly describe IDG Korea's sphere of business?

A IDG Korea has had two distinct businesses: a B2B event business, not necessarily focused just on IT, and a B2C online business, focused on IT. As in IDG Japan, I have been extremely impressed with the caliber of the IDG Korea employees.

One area of improvement, though, has been to create synergy in the two businesses. There is much synergy that can be created by combining audience development, sales, marketing and operational efforts. Customers and audiences are also looking for a media partner who can provide more than one format of service. We are now transitioning many of our business efforts to creating this synergy. As well, we are finding ways where we can create synergy with the Japanese team.

Q What is IDG Interactive?

A IDG Interactive is a new entity in Japan incorporated last October that will launch all of the new IDG online, events and mobile products in Japan. It is a separate company from IDG Japan, which will continue to be a print-centric B2B publisher. There were many reasons for establishing a new company, although the most important was to start a fresh entity with new, young leaders, new culture and progressive work rules, which will be attractive to the next generation of online/mobile-savvy job seekers.

Q When you joined IDG Japan, the company managed the CIO, Computerworld, IT Architect, Network World, TechWorld and Window Server World brands. What is your product lineup today?

A Our brands now are CIO and Computerworld. IDG Interactive owns these brands, and both have print, online and event components. The print work, though, is outsourced to IDG Japan, which, in addition to printing CIO and Computerworld, also handles custom print publishing.

Q Are there challenges unique to the Japanese market with which you must contend?

A Definitely, yes! I don't even know where to start. It might sound like a cliché, but the Japanese truly are uniquely Japanese. "Although we (the Japanese) have been successful globally in selected sectors, we still have our own style, rules, protocols and standards which can work out to be our advantage sometimes, but can cause us to falter many times, too.

Service quality (in Japan) is extremely high, competition is fierce, marketers and audience preferences are uniquely local. And Japanese employee mind-sets are also unique. In light of this, finding the balance of

continued on page 6

Employees explore management, leadership skills at MEP

Last month's Management Excellence Program (MEP) offered the 26 participants — representing 10 business units in four countries — an opportunity to explore management and leadership skills as well as the challenges that confront IDG's leaders in today's business environment. Hosted by **Alana Dros**, director, Human Resources Services Division; **Patty Chisholm**, VP, Human Resources, IDG Enterprise; and **Jennifer Quinby**, IDG training coordinator, the three-day program featured a combination of internal and external presenters and an agenda that blended new content with popular sessions from previous programs.

Front (l-r): ***Leslie Short,*** *IDC;* ***Bushra Khalid****, IDG Corporate Services;* ***Erica Foster****, IDG Enterprise;* ***Jay Gumbiner****, IDC;* ***Al Gillen****, IDC;* ***Sarah Regan****, IDG Enterprise. Second row:* ***Charlotte Jakobsen****, IDG Denmark;* ***Mike Romoff****, IDG Syndication and Networks;* ***Dawn Peterson****, IDG Enterprise;* ***Bob Gleason****, IDG Corporate Services;* ***Christine McKay****, IDG Enterprise;* ***Kevin Kane****, IDC;* ***Janelle Hicks****, IDG Enterprise;* ***Rob Rebecchi****, IDG Corporate Services;* ***Ted Dangson****, IDC;* ***Kevin Barden****, PCWorld/Macworld. Back row:* ***Richard Vieira****, IDC;* ***Herman Mantel****, IDG Netherlands;* ***Kim Brinson****, PCWorld/Macworld;* ***Jeremy Rueb****, IDG Strategic Marketing Services;* ***Magnus Hoij****, IDG Sweden;* ***Brad Christenson****, IDC;* ***Brien Henderson****, IDC; and* ***Michael Mullaney****, IDG Global Solutions.*

> *"I have attended similar programs with other organizations I have worked for, and I must say the topics covered and the way they had structured the program was excellent. Three days of enormous value to me."*
> *— Rob Rebecchi, IDG Corporate Sales*

New this year, was a full-day segment, Motivation Factor. "This hands-on interactive presentation combined presentations and facilitated activities guided by five certified trainers. The program allowed participants to learn a lot about themselves as both individuals and managers and also provided them with some important tools to help them connect themselves and their people to business goals and objectives," explained Dros. As a large group, participants defined what it meant to them to be an excellent manager and then worked in small groups to identify obstacles that drained their energy with respect to this objective, Dros added. "During the final workshop of the day participants identified the unique talents they bring to the challenge of being an excellent manager."

The second and third day included:

- An Alumni Panel Discussion featuring two previous MEP participants: **Miriam Kutcher**, VP marketing, IDC; and **Matt Goebel**, executive producer, Online Publishing Group, IDG Enterprise. The panel discussed real-life management challenges they have confronted and how what they had learned at the MEP had helped them deal with those challenges.
- An interactive discussion about Management and Legal Risk, led by Chisholm and IDG employment attorney Dave Wilson from Hirsch, Roberts, Weinstein LLP.
- A management case study discussion facilitated by Chisholm and Wilson involving several difficult employee relations issues typically encountered by managers.
- A presentation by IDC SVP, General Manager Worldwide Sales **Brad Thorpe** on change and management.
- IDG Strategic Marketing Services President **Matt Yorke** speaking about coaching and performance management.
- A session on situational leadership — a management framework that helps managers to match the level of direction and support that they provide to an employee based on that employee's proficiency and commitment to the task.
- A leadership panel discussion featuring IDC President & CEO **Kirk Campbell**, IDG Research Services General Manager **Janet King**, and Senior VP IDG Corporate Human Resources **Piper Sheer**.

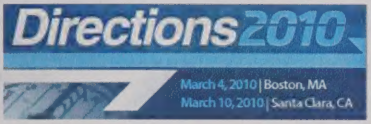
"[MEP] was three fast-paced days covering topics that were of great value to me, and the presenters were well prepared and engaging," said **Rob Rebecchi**, technical support manager, IDG Corporate Services. "I have attended similar programs with other organizations I have worked for, and I must say the topics covered and the way they had structured the program was excellent. Three days of enormous value to me."

For more information on the Management Excellence Program or any of IDG's corporate training programs, contact ***Laurie Butson****, director, IDG Training and Development at laurie_butson@idg.com.*

IDC, IDG SMS team up for Twitter promo for Directions

As it has the past several years, IDC partnered with IDG Strategic Marketing Services (SMS) to publicize IDC's Directions conference, held this year on March 4 in Boston and March 10 in Santa Clara, Calif. A new element of the 2010 plan was a Twitter contest that offered a free conference ticket to four lucky winners.

From Feb. 8 to Feb. 12, the Twitter page (twitter.com/idgknowledgehub) of IDG Knowledge Hub, a central location for marketers to learn about a variety of IDG initiatives, contained a Directions message of the day. One example was "Directions connects ICT industry players with IDC analysts to address your business needs (RT to WIN) #Dir10Contest." Twitter followers of the Knowledge Hub page were encouraged to retweet the message, which was identified with the hashtag #Dir10Contest.



Those people who retweeted had their Twitter name entered into a daily drawing to receive a free admission ticket to the U.S. Directions location of their choice. Each day's winner was announced on the Knowledge Hub Twitter page, and followed up with a personal exchange from IDC's **Jill Toole** to arrange for the ticket pickup.

The contest, called Follow Directions, Tweet and Win, was timed to run just after the last day of early-bird registration (a savings of $400 off the regular conference rate of $895).

According to IDG SMS Digital Marketing Manager **Teresina Cardamone**, who helped create the contest and managed the Twitter process for it, 110,641 Twitter users saw a reference to the Directions contest. They could have viewed a retweet, seen the contest message of the day directly, or followed Knowledge Hub's promotional lead-in tweets about the contest before Feb. 8. In all, those three categories of messages produced 78 tweets.

"We had hoped to get a larger number of tweets, but it was a good experiment, and more than 110,000 impressions is a respectable number," Cardamone said. IDG SMS also promoted Directions through links on IDG.com, the Knowledge Hub site itself (www.idgknowledgehub.com), a microsite on Ad Age (http://brandedcontent.adage.com/mic/techmarketing/), the Knowledge Hub monthly newsletter, Engagement Matters, and BtoB's Inside Tech newsletter, sponsored by IDG and sent to 16,000 subscribers IT marketers.

The four winners were from California, Massachusetts, Chicago and Copenhagen; the Massachusetts winner was the only one to register, though winners were allowed to give their ticket to a colleague if they preferred.

Toole, who has been working on marketing for Directions as well as other projects, said that though none of the other three was the right match for Directions in terms of an industry, geographic, or job role perspective, that staff wasn't necessarily looking at the contest to help fill the seats with the perfect attendees. "We were looking to spread the word on Directions, promote the value proposition to a fresh and wide audience, create a buzz, and test something new with Twitter. In that, I feel we succeeded. And all of this only helps support our appreciation of the synergistic potential of working with our IDG colleagues on projects such as Directions."

Write to teresina_cardamone@idg.com or Jill Toole at jtoole@idc.com.

Pathways

continued from page 1

already enrolled 18 participants at a total of $42,000 ($37,800).

"In terms of delivery, our program largely mimics the U.S Pathways, and participants have access to the majority of services available from the U.S. Pathways, which is a huge bonus for us," Bucknell said. "Our big differentiator is that our course has Australian-specific content designed and delivered by local CIOs. This means our course content addresses the unique aspects of our market."

The U.S. Pathways program was launched in March, 2008, but its Australian sister program began only earlier this year. "For us it was all a question of timing," Bucknell said. "Our market had to be ready for a program like Pathways, and coming out of the global financial crisis with retaining key staff as a top-of-mind issue provided us with the perfect opening." She added that it was also "really valuable" for her group to have the U.S. program running for two years "so we could learn lessons from their experiences and share resources."

Bucknell and Program Manager **Michael Dickinson** also run IDG Australia's CIO Initiatives program along with associated member services.

For more details on the U.S. Pathways program go to http://council.cio.com/pathways.html. For the Australian program write to caroline_bucknell@idg.com.au or see the PDF file with this article on IDG Central.

Keys to Pathways success

Asked what advice she would give to an IDG business unit looking to start its own Pathways program, IDG Australia's CIO Executive Program General Manager **Caroline Bucknell** offered the following:

- Know what you are trying to achieve. To do this you must first understand who your target audience is and what knowledge gaps exist for them and design your offering to compensate for those gaps.
- Gain executive buy in. In our case the course is CIO-designed and delivered, so it was essential the participating CIOs embraced the concept and felt a degree of ownership over the program and its success.
- Market, market and market some more.
- Be adaptable and open to change. Sometimes what your vision starts as has to change as your knowledge and experience builds.
- Know your end game. Set a realistic target for yourself so you have something to work toward; this instills a sense of achievement which keeps driving you forward even after you have reached your goal.

She added that it is important to know the difference between "your set budgetary target and your team's personal goals. We actually achieved our yearly budgetary target within eight weeks of our launch date, but our personal target is much higher; we would like to have 40 paid participants by the end of 2010. For us it is all about setting targets that are challenging but achievable."

noteworthy people

New employees

PETER SHORT

Galluzzo

Pat Galluzzo is **IDC Framingham**'s new inquiry analyst, supporting the IDC Infrastructure Channels and Alliances, Consumer Markets, Mobile Devices and PC programs. He graduated from the University of Massachusetts/Amherst's Isenberg School of Management. In his free time he plays and coaches hockey, skis, "attempts to play golf and rigorously supports the Boston Red Sox." *pgalluzzo@idc.com*

So

Ken So joins **IDC**'s Investment Research group as research manager. He was previously vice president with The Colmen Group, a middle-market boutique investment bank. He has also worked as an associate equity analyst at Citigroup Investment Research, covering semiconductor companies. He holds a B.S. in electrical engineering from the University of Waterloo in Ontario, Canada, as well as an M.S. in the same subject from the University of Illinois at Urbana-Champaign. He also earned an M.B.A. in finance from the University of California/Berkeley's Haas School of Business. In his free time he enjoys golf, hockey and furniture making. *kso@idc.com*

IDG Global Solutions has hired **Susan Johnson** as program delivery manager; she was previously senior program manager at Fidelity Investments. A graduate of Franklin Pierce College in Rindge, N.H., she holds a B.A. in graphic communications. Outside the office she enjoys reading, cooking, travel and "raising two very silly Maine Coon cats." *susan_johnson@idg.com*

Computerworld has hired **Michelle Tonner** as an account director in its San Francisco office. She was previously an advertising director at TriMed Media and holds a B.A. in communication studies from California State University/Sacramento. *mtonner@computerworld.com*

Returning employees

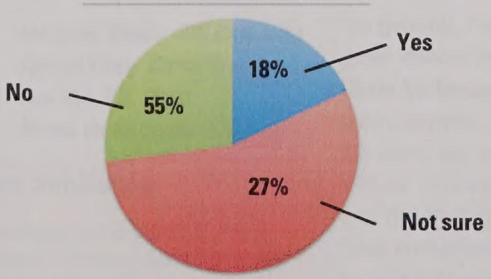
IDG WORLD UPDATE

Rodas

Previously a PC World Test Center coordinator, **Jose Rodas** returns to **PC World** as an accounting assistant. In his free time he enjoys biking, camping, "a good pub or brewery and spending time with my dog Pocholo." *jose_rodas@pcworld.com*

Question of the Week results

Do you agree with the decision to convict three Google executives for violating Italy's privacy law?



Log on to www.idgcentral.com to vote on this week's question:
Have you ever had a mentor at work?

Network World

continued from page 1

ing a nice bridge between the print and online worlds."

Toolshed focuses on IT tools, gadgets and advice and bridges the print and online worlds, with the online component offering the audience a way to add their own rankings on the tools and gadgets the experts rate.

According to IDG Enterprise Executive Director, Art and Design **Mary Lester**, NWW had gone through several trim size changes over the past two years from its original tabloid format and needed some rethinking and reorganizing to work more comfortably in its current trim size (7 ¾ x 10 ½").

"John and his editorial team had some great ideas about consolidating several chunky, front-of-book departments into a section called Bits," Lester said. "The content is from online news, reader feedback, video teasers and newsletters. We gave it stronger headline styles to allow for quick content skimming, some simple layout flexibility to make it easy to assemble on deadline and snuck in some of that elusive but magical thing we designers like to call 'white space.'"

The staff felt the previous cover design had become too crowded with teasers and a mini table of contents that obscured the cover stories, as did new postal rules calling for a larger mailing label area. The team created cover templates that allow for design flexibility without having to invent designs on the fly each time. The new mailing label area now appears to be an intentional element rather than an intrusive one. The logo was given some room to breathe by eliminating a bold red rule beneath it and a new tagline, "The Connected Enterprise," completed the package.

All fonts were updated and custom hyphenation and justification built to maximize text fit and readability. The color palette was simplified and brightened, emphasizing Network World's "brand blue," Lester added.

Behind the scenes, the NWW team converted to InDesign for page layout and K4 for workflow management. "This was a great team effort, with special thanks to **Steve Sauer**, Network World's associate art director, and **Steve Traynor**, CSO's art director and K4 pro extraordinaire," Lester said.

Write to mlester@idgenterprise or jdix@nww.com. WU

One on one

continued from page 3

bringing best practices of a leading global company like IDG — in order to differentiate ourselves from local competitors — while localizing a lot, is always challenging."

Also, from a day-to-day work point of view, having conference calls consistently at 11 p.m. (which is 9 a.m. in Framingham) and/or 7 a.m. (5 p.m. in Framingham) can be physically challenging sometimes to the team (and me)! WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Heidi Broadley *IDG Enterprise*

16

Jaikumar Vijayan *Computerworld*

15

Antonette Cutone *IDG*

13

Carl Olofson *IDC*

12

Mikael Ricknäs *IDG Sweden*
Krzysztof Ceglinski *IDG Poland*
Ian Sharp *IDG Australia*

11

Jon Seff *Mac Publishing*
Tracy Yee Vaught *PC World*
Jessica Wennberg *IDG Sweden*

0

Arne Arnold *IDG Germany*
Jon Röhne *IDG Sweden*

9

Alexis Barrera *PC World*
David Lake *PC World*
Birgitte Kjærulff Henriksen *IDG Denmark*
Bianca Bruhn *IDC U.K.*
Jiro Arai *IDG Interactive Japan*

7

Elizabeth Lindquist *IDC*

6

Al Sacco *CXO Media*
Mylene Buensuceso *IDC Philippines*
Jan Westermark *IDG Sweden*
Rob Koghee *IDG Netherlands*
Alejandro Florean *IDC Mexico*
Jessica Borgudd *IDC Nordic*
Mary Dean *IDC*

5

Michael Tavares *IDG*
Charles Lee *IDG Strategic Marketing Services*
David Price *PC Advisor U.K.*
Daniela Creglia *Nuov@Periodici Italia*
Amy Catalogna *IDC*

4

Leslie Baldi *IDG*
Kit Lau *IDC Hong Kong*
Kim Andersen Stensdal *IDG Denmark*
Haruko Fujiu *IDC Japan*

3

Nancy Gohring *IDG News Service*
Tim Dillon *IDC Australia*
Michael Guo *IDC China*
Massimiliano Parma *Nuov@Periodici Italia*
Eiko Furumoto *IDC Japan*
Atsushi Arai *IDC Japan*
Nicholas Massin *ITWorld Canada*
Robert Ahlqvist *IDG Sweden*
Nicolina Angelou *IDC U.K.*
Douglas Hayward *IDC U.K.*
Elzbieta Jakubowska *IDG Poland*
Michael Orasin *IDC*

2

Mary Kittredge *IDG Enterprise*
Andrew Galluccio *PC World*
Arnab Tagore *ITWorld Canada*
Ernesto Riofrio *IDC Peru*
Trevor LaFleche *IDC U.K.*
Monika Szczurowska *IDG Poland*
Amanda Potts *IDG Australia*

1

Meghan Shepp *IDG Enterprise*
Adrian Frieg *GamePro*
Ray Wu *IDC China*
Bruno de Andrade *IDC Brazil*

Boston museum passes available

As a corporate member of several museums in Boston, IDG has a limited number of passes for employees, including those from other regions visiting the Boston area. Request up to four passes to the following museums by sending an e-mail to world_update@idg.com with your name and business unit address: New England Aquarium, Museum of Science in Boston, Children's Museum of Boston.

IDC Canada internship program helps recent immigrants gain work experience

IDC Canada has had a close relationship for the past few years with two social service organizations that has resulted in training opportunities for new Canadian immigrants and productive work results for IDC Canada.

IDC Canada Marketing and Sales Operations Specialist ***Tatiana Abramova****, whojoined the company as an intern, and VP/Finance & Operations* ***Chris Sullivan****.*

GEORGE BULAT

Beginning in 2006, the organizations – one a Catholic educational agency and the other a polycultural center – have asked IDC Canada to place some 20 emigrees for six- to 12-week unpaid internships as part of a program to acclimate them to Canadian culture and prepare them for productive employment. While some of the interns had work experience in their home countries that was very different than IDC's business, many have had skill sets that have fit well. Interns have worked on programming, administrative tasks, research, statistical analysis and other jobs that might be part of an ongoing project or a stand-alone assignment.

Steve Yang, now an analyst for the Communications and Mobility group, was IDC's first intern in 2006. He had a deep telecommunications background from his years in China, and IDC hired him after his internship

Marketing and Sales Operations Specialist **Tatiana Abramova** is also a former intern. Her husband, **Yury Goldaev**, previously worked at IDC Russia and came to Canada through an intercompany transfer. Tatiana joined him in Canada and, through the polycultural center, landed the center's first internship at IDC Canada. She has subsequently helped others find internships with the company.

At least three other interns have worked for an extended time as temps. IDC Canada has helped others, who have been good performers but have sought employment elsewhere, with potential job contacts and other support, such as access to a computer for a limited time.

"In general, I've been really pleased with the level of work these interns have produced," said VP/Finance & Operations **Chris Sullivan**, who is the primary contact with the placement agencies. A few weeks ago three people started on the same day and were seated next to each other. "One had a Ph.D. in computer science, another was a business analyst and the third had a quality assurance testing background. They immediately started working together to divide up their project into specific skill areas – it was impressive," he said.

Write to csullivan@idc.com. WU

celebrating 20!

*Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. The IDG News Service's **Elizabeth Heichler** traveled to Belize last month with her husband and eight-year-old son. Additional photos are with this article on IDG Central.*

Career path

Digital News: staff writer, section editor, news editor. IDG News Service: U.K. correspondent. Computerworld: senior writer. IDG News Service: managing editor, editor-in-chief.

Why did you pick this destination?

I've had my eye on Belize for a while because of the variety of attractions this small Central American nation has to offer: lush jungle, great birding, Caribbean beaches and islands, the second-longest barrier reef in the world, a unique blend of cultures, to name the standout features.

This slaty-tailed trogon sat and posed for us for a good five minutes.

Trip highlights?

The village of Hopkins was a great place to start unwinding at the beginning of our trip, with lazy days by the sea, bicycling around the little Garifuna town, and enjoying fresh local seafood.

Like his namesake, this Seabiscuit liked to run once we were out of the trees. I'm happy to say I managed to stay in the saddle.

Then we moved west to the interior to a jungle lodge in the mountains on the Caves Branch river, where we were able to paddle through caves on the river, ride horses in the jungle and nearby orange groves, and see amazing tropical birds. For the last leg of our trip we took a boat out to tiny South Water Caye, a 15-acre island perched on the barrier reef, where we stayed in a waterfront cottage, watched the sun rise and set, went snorkelling daily, and started planning our next trip to Belize.

The view from our jungle tree house over the Caves Branch river.

Our guide Abel (foreground) is an expert at spotting and identifying birds. I saw at least 30 lifetime "firsts" in a morning with him. My husband, an avid birder (on the truck), was in heaven.

My son putting the finishing touches on a sand castle as the moon rises over the coral reef early in the evening.

and finally...

The editors of *IDG World Update* would like to thank the people who assisted with this issue:

Caroline Bucknell *IDG Australia*
Teresina Cardamone *IDG Strategic Marketing Services*
John Dix *Nework World*
Alana Dros *IDG*
Elizabeth Heichler *IDG News Service*
David Hill *IPS*
Mary Lester *IDG Enterprise*
Vito Mabrucco *IDC Canada*
Joji Tatsugi *IDG Japan*
Jill Toole *IDC*

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IDG WorldUpdate

15 MARCH 2010
VOLUME 40, NUMBER 9

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

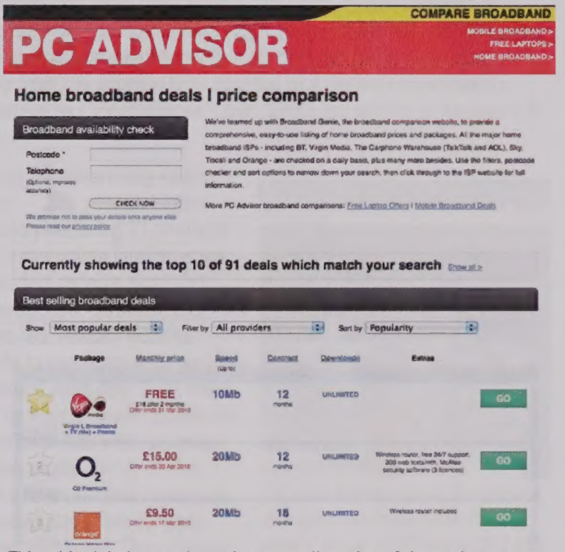
PCA affiliate program yields revenue from multiple sources

Tenancy, revenue-sharing deals provide regular payments from vendors

PC Advisor (PCA) has developed a lucrative affiliate program that has brought in revenue not just through sponsor income on PCAdvisor.co.uk but also, when relevant, through revenue-share deals when PCA visitors buy products or services.

The program began three years ago with Broadband Genie, a comparison service for home, business and mobile broadband packages that analyzes prices, speeds, features and other attributes. The company pays PC Advisor a tenancy (i.e., sponsor) fee to host white label pages (i.e., the pages look like part of the PCA site), as well as a 70%/30% (PCA/Genie) revenue share deal on all sales made via the PCA pages.

"We recently held an auction for secondary broadband-comparison slots on our site which are highly sought after from a revenue and SEO perspective — it is much cheaper than traditional pay-per-click models," said IDG U.K. Publisher **Simon Jary**. "Providers value these slots because as part of the agreement no competitor will run alongside them. And selling via an auction means we give the site to the highest bidder, thus generating maximum revenue for IDG."



COMPARE BROADBAND

PC ADVISOR

MOBILE BROADBAND >
FREE LAPTOPS >
HOME BROADBAND >

Home broadband deals | price comparison

Broadband availability check

Postcode *
Telephone

CHECK NOW

We've teamed up with Broadband Genie, the broadband comparison website, to provide a comprehensive, easy-to-use listing of home broadband prices and packages. All the major home broadband ISPs - including BT, Virgin Media, The Carphone Warehouse (TalkTalk and AOL), Sky, Tiscali and Orange - are checked on a daily basis, plus many more besides. Use the filters, postcode checker and sort options to narrow down your search, then click through to the ISP website for full information.

More PC Advisor broadband comparisons: Free Laptop Offers | Mobile Broadband Deals

Currently showing the top 10 of 91 deals which match your search Show all >

Best selling broadband deals

Show: Most popular deals
Filter by: All providers
Sort by: Popularity

Package	Monthly price	Speed (up to)	Contract	Downloads	Extras
[illegible]	FREE	10Mb	12 months	UNLIMITED	
O2 Premium	£15.00	20Mb	12 months	UNLIMITED	Wireless router, free 24/7 support, 300 web texts/mth, McAfee security software (3 licences)
[illegible]	£9.50	20Mb	18 months	UNLIMITED	Wireless router included

This white label page shows just a small portion of the package comparisons available from Broadband Genie.

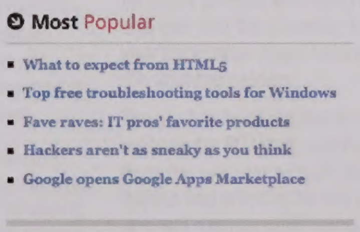
Other affiliate partners include Omio, a mobile phone

continued on page 5

InfoWorld's Most Popular content module gets upgrade

InfoWorld's previous Most Popular content module turned out to be unpopular. But IDG Enterprise's Web team made it head of the class.

The module, which finds the five most-read articles on the InfoWorld site and displays them to visitors, was prone to performance problems that "pinged our database beyond what it could handle and caused it to shut down, so it was rarely in synch with what readers were truly reading," said **Galen Gruman**, InfoWorld executive editor, News and Features.



Most Popular

- What to expect from HTML5
- Top free troubleshooting tools for Windows
- Fave raves: IT pros' favorite products
- Hackers aren't as sneaky as you think
- Google opens Google Apps Marketplace

Google Analytics has provided an accurate, real-time list of popular content.

InfoWorld.com is built on the Drupal content management system. "While Drupal is a flexible system that has helped us build complex Web sites very quickly, it has been a challenge to scale to handle large spikes in traffic," said **Kevin Gerich**, Web development manager with IDG Enterprise in Framingham, Mass.

Gerich and his team eliminated the performance problem of using Drupal to count page views by pulling the list of most popular InfoWorld articles from Google Analytics, so the content is always fresh. "Using Google Analytics, we can eliminate the need for the site itself to count page views and reduce the stress on the database server," Gerich said. "Google Analytics gives us an even more accurate, real-time list of popular content that is consistent with the reports that our editors and audience development teams see."

The new module also shows the potential of using data from Google Analytics to present fresh, related content around InfoWorld stories. "In the future we'll

continued on page 5

Inside this issue

ChannelPartner teams with GfK to bring awards survey to new level page 2

PC Welt annual auction produces vendor, reader revenue; aids charity page 2

Press registration for live DEMO broadcast begins March 15 page 2

One on one: PCW/MW CEO Mike Kisseberth page 3

Persistence turns skeptical PC World client into a fan page 4

IDG's Global Product Line Meeting returns Oct. 10-13 page 5

News Service correspondent named one of the country's Top 10 security journalists page 6

Celebrating 10! CIO.com's Laurianne McLaughlin page 8

ChannelPartner teams with GfK to bring awards survey to new level

ChannelPartner Editor-in-chief ***Christian Meyer*** *(second from left) stands with representatives of Sievert & Kau, winners of the Components Distribution category, and gala host Mary Amiri (far right).*

The team at IDG Germany's ChannelPartner brand made some improvements to the sixth annual channel survey and awards program, which culminated in a Jan. 28 gala in Munich for close to 200 clients and guests.

Prior to this year, the survey to select the manufacturers and distributors the IT community prefers to collaborate with was conducted solely among ChannelPartner readers. This year, ChannelPartner retained the global market research firm GfK, based in Nuremberg, Germany, to conduct an independent market survey that included readers as well as a larger segment of the IT community. This marked the first time GfK had collaborated with a channel publication.

"The results are much more representative and draw a realistic picture about the market's preferences," said ChannelPartner Editor-in-chief **Christian Meyer**. As a result, the team changed the name of the event from Channel Champions Night to Channel Excellence Awards. The awards went to manufacturers in nine product categories and distributors in five categories.

Write to Christian Meyer at cmeyer@channelpartner.de.

Press registration for live DEMO broadcast begins March 15

The DEMO conference, the world-renowned launch platform for some of the most notable emerging technologies introduced over the past two decades, is coming up, March 21-23, in Palm Desert, Calif. The DEMO Spring 2010 conference embraces the full span of the technology product life cycle — from business plan to concept to product launch. More than 60 companies will launch products across key B2B and B2C tech categories, including: social and media, cloud, enterprise, mobile and consumer.

DEMO Spring 2010
March 21-23
www.demo.com

"This year's class of demonstrators and alpha-pitch companies, provides an excellent snapshot of some of the biggest technology trends," said **Neal Silverman**, SVP & GM, DEMO. "Some trends we're seeing include innovative products from the media and content sector around personalization, revolutions in electronic payments, consumer technology and Web design and development." The DEMO conference days will be broadcast via BitGravity live stream. This year, live viewing will be available only to registered press who are unable to attend the conference. Starting on March 15, press may register for the live broadcast at www.etouches.com/demovideo.

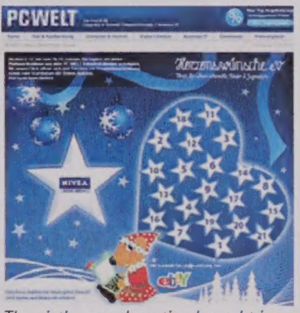
If you are not a member of the press and interested in the product demonstrations, you can go to www.DEMO.com and view DEMO stage presentations within 24 hours of each product launch.

Contact Debra Becker at dbecker@idgenterprise.com.

PC Welt annual auction produces vendor, reader revenue; aids charity

PC Welt's annual auction occupies a unique space among the many Christmas promotions in the German IT market: it is the only one that uses donated products that benefit a charity and involves both readers and ad clients.

PC Welt's December issue traditionally includes extensive content focused on tips, articles and details about the best hardware products on the market and must-have holiday gift items. It also includes a bound advertorial insert on glossy high-quality paper with details about products donated by advertisers that readers can bid on via eBay, with all money from the winning bids donated to a German organization, Herzenswünsche ("Heartwishes") that fulfills the wishes of seriously ill children.



The sixth annual auction brought in a 70% gross profit margin to PC Welt while it raised 10,000 euros ($13,609) for a children's charity.

Clients pay for advertising space in the insert — this year an eight-page section featuring 21 products — and on the online landing page where readers receive directions about the auction. Between Dec. 4 and Dec. 26, visitors went to PCWelt.de to see what item was being auctioned each day. They were directed to a page (www.pcwelt.de/index.cfm?pid=806) with an image of an advent calendar — in the shape of a heart — that contained 21 numbered stars, one for each item being auctioned. They clicked on the star for that particular day — future dates were not clickable in advance — and were brought to a page with details about the product and a link to the eBay page where they could bid on that item.

Donated items included products such as HP and Canon printers, a Sony notebook computer, Eizo and Syncmaster monitors, Zeiss video glasses and Quicken software. Visitors had six days to bid on each item.

In terms of online-related logistics for the project, PC Welt was able to reuse the calendar module that had been created several years ago for its content management system. Overall, the print and online teams spent well over 200 hours on the auction project, which required a variety of tasks including posting all the items on eBay, writing articles for every product and integrating the eBay links, as well as information and text into the calendar function, small changes to the layout of last year's calendar page, liasing with vendor donors and mailing items to the winning bidders.

The sixth annual auction brought in 70,000 euros (US$95,269) in ad revenue for PC Welt, and Heartwishes received 10,000 ($13,609) euros from the winning bids. PCWelt incurred costs of 21,000 euros ($28,580) (layout and printing for the insert and miscellaneous Web-related costs) and had a gross profit margin of 70%.

Write to Web site Manager/Project Manager ***Markus Pilzweger*** *at mpilzweger@pcwelt.de.*

What's new at your business unit?

Any employee can send story ideas and photos to world_udpate@idg.com. Send a quick who/what/when/where/why/how and an editor will contact you for more details if needed and create the text. It's easy. Share what's working at your business unit.

the interview

one on one

Mike Kisseberth
The president & CEO of PCWorld Communications and Mac Publishing is this week's columnist. Reach him at mike_kisseberth@pcworld.com.

> "We believe the cumulative impact of all the work that we are doing in the mobile space is starting to build momentum for us."

Q How do PCWorld and Macworld stack up against their major competitors these days?

A Really well. We are one of the last guys standing with print properties, and, thanks to carefully controlled costs, very profitable ones at that. The ad market continues to be challenging on the print side, but, if there is business to be had, our team will win it. Given how tightly we run the ship, a good percentage of all print revenue goes to the bottom line.

On the online side, we've been driving significant innovation around technology and editorial processes for the past couple of years, and our hard work is paying off. Audiences for both Macworld and PCWorld are growing significantly year over year. For instance, Compete.com, an independent measurement service, shows PCWorld's unique monthly visitors up 12% year over year in January, while CNET, Engadget, Gizmodo, and PCMag.com all dropped over 20%. Our internal numbers reflect even higher growth rates for both PCWorld and Macworld. So we are confident that we are making the right moves to connect with more technology buyers.

The competition that keeps us up at night is Google and the ad networks/exchanges. Their ability to go low on CPMs and increased targeting capability make them a worthy competitor for every deal we go after. Some of the things we are doing to move forward in light of those challenges include:

- **Focusing on technology accounts**. We have high-yield strategic relationships with the companies whose products and services we cover. Moving up the sales funnel with these accounts has been a big area of focus for our sales organization, and we are making great strides.
- **Working more closely with the SMS team**. Their access to the highest levels of our key accounts and their creative development capabilities allow us to put more large deals into the sales funnel.
- **Continuing to grow the audience**. The growth in unique monthly visitors, especially as our competition declines, shows we know how to connect with our audience. We will never out reach the aggregators, but we need an audience large enough to get us in the door. Once we are in, we offer a deep and meaningful connection to the audience that the aggregators can't. Time and again, we have proven our ability to provide results.
- **Continuing to build out high value content.** Content on core categories such as laptops, smart phones, printers and cameras or channels like Business Center or Digital Photography, provide the results and context that command premiums with tech marketers.
- **Incorporating more custom content into our sponsorship proposals**. We have had great success with custom video and campaigns powered by social media, and we are developing ever more creative custom programs. These bring more dimension, scale and, ultimately, yield to our proposals. The inclusion of socialmedia.com and other social partners in our proposals also helps us compete with and benefit from the social trend.
- **Always dealing directly with marketers**. If we participate in a performance deal, we deal directly with the marketer rather than letting the aggregators do it for us. This way, we retain control of our inventory and the marketer relationship, which enables us to maximize yield across all tiers of our inventory.
- **Expanding to other platforms**. (See question on mobile below). We keep our brands front and center with users and marketers by presenting our content wherever readers are.

Q Has the Macworld team been formulating plans to deliver content on the iPad?

A Yes! Macworld is a core launch partner for Zinio, which will be formatting Macworld for the iPad. We are also working to get our Superguides into the iBook store that will serve the iPad. Finally, we've identified an outside partner to build a Macworld iPad app. This partner will provide us with the source code and train our team on how to adopt it for other products we may develop moving forward. We'll be engaging other interested groups within IDG to spread this skill set throughout the company.

Q What is your staff doing with mobile initiatives that have been particularly successful?

A We believe the cumulative impact of all the work that we are doing in the mobile space is starting to build momentum for us. Measuring the success of our initiatives is difficult to do, because the revenue is not yet significant, but we have an obligation to look for ways to grow our business. We know our readers are consuming content on mobile platforms and that they will continue to do so in increasing numbers. So we absolutely have to be there.

Thus far, we have developed the capability to present our content on a wide variety of mobile platforms. WebKit OS versions of our sites are optimized for iPhone, Android and Palm and are now reaching about 650,000 unique visitors a month combined. Soon we'll have Handmark versions of PCWorld for BlackBerry and Windows Mobile. We were also part

continued on page 7

Persistence turns skeptical PCWorld client into a fan

Custom campaign featured video, detailed metrics, close communication

Thanks to some good old-fashioned persistence and an assist from the Custom Solutions Group at IDG Enterprise, PCWorld recently overcame the doubts of a skeptical client to create a custom campaign for the launch of a new laptop that exceeded their expectations.

"We started with a client that felt we couldn't build a viable program to meet their goals," explained PCWorld Director, Business and Program Development **Brian Buizer**. "But we pursued them. They need to be in PCWorld because this is where their core target is. And over the course of four meetings with them, we helped them to clearly define their goals and then built a custom program to accomplish them."

IDG WORLD UPDATE

*Staff who worked on creating and implementing the custom campaign for Asus included (l-r): **Kyle Flick**, research analyst; **Brian Buizer,** director, business and program development; **Chris Manners**, senior video producer; and **Jason Brightman**, director, Web design.*

Asus, a Taiwan-based laptop manufacturer with a local office in Fremont, Calif., wanted a program that would raise awareness and drive sales of its new laptop — "and measure everything," Buizer said. "They specifically needed to see metrics to help them justify their spend. So we built a program with efficiency and measurement in mind."

Buizer said his team came up with the idea of creating a video that would allow them to showcase the Asus laptop in greater depth than other mediums. "We sold them on the concept of showcasing the value of the laptop's 11-hour battery life by following a day in the life of a professional using the machine," Buizer said.

Buizer turned to **Bill Laberis**, editorial director of the IDG Enterprise Custom Solutions Group, for assistance in creating a story and a script outline. PCWorld Senior Video Producer **Chris Manners** then created a shooting script, cast the actress and actors, and scouted the locations so he could shoot and direct the project in the field. After producing and editing the final video, Chris handed the piece over to the PCWorld development team to implement a unique over-the-page video player to deliver it. The results, Buizer said, "were impressive."

During the two months the video was live on the pcworld.com site the following metrics were collected:

- 16,232,987 impressions to the video launch module
- 119,848 user-initiated video views
- 41,174 completed video views
- 4,625 clicks to learn more at the manufacturer's site
- 4,000 clicks to sale at a popular vendor
- 16% lift in overall awareness of the Asus brand

"Our primary goal in this campaign was to make things very measureable and clearly communicate status with the client each week on a conference call," Buizer said. "This way we were able to work through each tracking question as it came up on their end."

Buizer said they used DART to track impressions, video initiations, clicks to merchant and the like because it is a trusted third-party measurement system. They also used a third-party research study from Dynamic Logic to measure the video's lift on brand perception and purchase consideration among viewers. "This is especially important with video where a direct sales action is less likely. The brand lift shows real value for the spend beyond sales. It is something they can show their management to justify our budget," Buizer said.

Although the video, which ran on the PCWorld.com site for two months, is no longer live, it can be viewed at http://static.pcworld.com/test/asus/Asus_UL_Series_FinalSmall.mp4.

And while the custom content they created was obviously exclusive to Asus, "the player and the model are viable products that can be used with other clients. They also will hopefully lead to the next custom project for our newly pleased client," Buizer said.

Contact Brian Buizer at brian_buizer@pcworld.com. WU

Tips on negotiating affiliate deals

IDG U.K. Marketing Software and Affiliate Manager **Letitia Austin** had this advice:

Austin

- Build a close relationship with affiliate partners directly when possible, and jointly work up marketing plans to reach the broadest possible audience.
- By offering added value to partners – like e-mails to marketing databases and mentions and drivers across your Web sites to drive up sales – the affiliate will often offer a greater share of revenue.
- Sign up as many affiliate networks as possible, such as Commission Junction and Digital River, who will facilitate the sales procdess and action your pre-agreed affiliate commission share. They will also supply embedded links and marketing collateral for your communications and also have efficient reporting systems where you can track your sales and revenue.

IDG U.K. Publisher **Simon Jary** had this suggestion:

Liaise frequently with the partner to maximize traffic and revenues. It is in the partner's best interests to share SEO and user-interface knowledge, which can help boost all site traffic and not that which is just affiliate-based. These guys spend a lot on user research, and it makes sense to absorb as much of that as possible.

PC Advisor

continued from page 1

package comparison service (there are 500,000 different mobile deals in the U.K. alone, Jary said); Computer Bookshops and Pixum, an online photo service. In addition, PC Advisor has a Software Shop, run in conjunction with digital distributor Nexway. Omio will also provide an editorial handset comparison code for use within PC Advisor's reviews section. This will go live in the coming months as part of PCA's redesign.

Each month PC Advisor brings in about £6,500 (US$9,770) from the broadband tenancy agreements and about £2,0000 ($3,000) from affiliate user revenue. The duration of tenancy agreements varies with the affiliate partner, but the minimum time is three months.

PC Advisor also has several other partnership deals with a somewhat different slant. One is with Skimlinks, which invisibly converts a site's external links into affiliate links. When a user clicks on one of PC Advisor's external links with a merchant that has an arrangement with Skimlinks, PCA gets a slice of the revenue made by that site if a sale is made.

The staff had been concerned that this arrangement might have a negative effect on PC Advisor's SEO, because Skimlinks works with national newspaper sites in the U.K.

"Relevant outbound linking is a major part of our SEO strategy, and we were concerned that passing users through Skimlinks' third-party ad server might dilute its effectiveness," said PCA Editor **Matt Egan**. "Fortunately, this hasn't been the case."

PCA also has a relationship with Amazon by hosting "Buy Now" product boxes on relevant reviews for products such as Windows 7.

PC Advisor magazine is also a vehicle for potential affiliate revenue via the monthly cover disk. It contains trial or time-limited software, and readers can choose to upgrade to the full version, "which sometimes provides very handsome revenue returns for us," Jary said, noting that Internet security programs are particularly fruitful.

PCA recently switched its main product price-comparison partner from PriceGrabber to Reevoo, which also supplies the site's independent user reviews, because it has better product-matching technology, he added "The more products matched to affiliate deals, the higher the potential revenue."

Jary said it is difficult to get an accurate reading of traffic for the affiliate programs, because much of the business is carried out in the partner's white label pages. "We do, however, need to regularly try out new ways of driving traffic to those pages," Jary said. "SEO from within editorial content helps build search-based traffic, which really is the golden ticket to large affiliate revenues."

Write to sj@idg.co.uk. WU

InfoWorld

continued from page 1

be able build modules that use Google Analytics data to present breaking news, user commentary or white papers that match the characteristics of the main story," Gerich said. "Exposing readers to content that aligns with their goals and interests is one of our the ways we get them to engage with our sites."

The module does not appear on the InfoWorld home page but on article pages only. "Most traffic comes directly to a story," Gruman said, "so that's where you want to promote other stories. Also, there are often more modules than places to put them, so you don't want to overwhelm readers to the point where they choose nothing."

Gerich said his team not only maintains the InfoWorld site but focuses on making all of the Drupal-based sites in IDG Enterprise "lightning-fast by reducing the number of times that a Web page has to talk to the database as it is generated and delivered to a reader."

Web Developer **Ben Buckman**, Director of Product Development **Tom Pimental** and Gerich contributed ideas to the revamped module, "but Senior Web Developer **Chris Lin** did the heavy lifting by reworking the module and learning how to pull data from the Google Analytics application program interface," Gerich said.

Write to Kevin Gerich at kgerich@idgenterprise.com. WU

IDG's Global Product Line Meeting returns Oct. 10-13

After a one year hiatus, IDG's Global Product Line Meeting returns this year in response to requests from all corners of the IDG globe. The meeting, widely regarded as a valuable way to network with colleagues and exchange ideas, will be held in Boston Oct. 10-13, and delegates from IDG subsidiaries and license partners around the world are invited to participate. Organized by staff at IDG International Publishing Services, this year's agenda and format are being revamped to better address the challenges and opportunities faced by IDG as a broad-based media company.

Look for more details in the coming months and direct inquiries and ideas to **Julie Lynch**, director, Global Knowledge Exchange, at julie_lynch@idg.com. WU

noteworthy people

Promotions

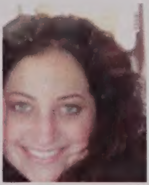
IDG WORLD UPDATE

Strohmeyer

PCWorld Senior Editor **Robert Strohmeyer** has been promoted to executive editor. In his new capacity, he will be overseeing Business Center, Features and How-Tos. "Robert has done a magnificent job rethinking and revitalizing Business Center (including launching Tech Audit), while continuing to beef up our how-to coverage and contributing a spate of innovative feature stories for online and print," said **Steve Fox**, PCWorld VP/editorial director. "He has recruited an A-list of blogging talent, launched and run our weekly podcast, starred in a passel of popular (and funny) videos. All his experience — coupled with innate talent — has paid off: PCWorld has come to rely heavily on Robert's keen editorial instincts, creativity, leadership, tech chops and twisted sense of humor. I am pleased to recognize his contributions ... and can't wait to see what he comes up with next. " *robert_strohmeyer@pcworld.com*

New employees

Previously a professional health-care representative with Pfizer Pharmaceuticals, **Suzy Schlaadt** joins **IDC** as a senior account executive with the Sector West Sales group. She holds a B.A. in French language and literature from the University of California/Berkeley and enjoys running, working out, cooking and snow skiing. *sschlaadt@idc.com*



Weintraub

IDG Communications has hired **Abbey Weintraub** as an event content specialist. She was previously an editorial events and multimedia manager with TechTarget. A graduate of Rutgers University in New Brunswick, N.J., she holds a B.A. in journalism and media studies. Abbey he enjoys musical theater, hiking and kayaking and is a big sister with the Jewish Big Brothers Big Sisters and Young Professionals board member with the group. She recently raised more than $4,000 for the Leukemia and Lymphoma Society by running a half marathon in San Francisco. *aweintraub@idgenterprise.com*

Etcetera

Gohring

The winner of the **IDG News Service**'s third Story of the Year Award is Seattle Correspondent **Nancy Gohring**, who was recognized for her expose of a shady mobile service provider that had been garnering flattering coverage from many of her colleagues in the trade press.

"Nancy's reporting exemplifies the hype-busting best that a technology journalist can aspire to," said IDGNS Editor-in-chief **Elizabeth Heichler**. "While other tech writers were praising the business model of Zer01 and even naming it "best in show" at CTIA, she was wrinkling her nose at a story that just didn't pass the sniff test for a reporter who understands the technology and market realities of the beat she covers. She worked doggedly for weeks (while also covering her beat and filing stories daily) to dig into the background of the principals at Zer01 and its multilevel marketing partners.

"Nancy's July 20 story, Zer01's mobile offer may be too good to be true, attracted the notice of competitors who acknowledged her fine work and linked to it in their own stories crediting her reporting, and resulted in Laptop Magazine rescinding that CTIA award publicly. Other than some vague grumblings along the lines of 'our lawyers are reviewing our options' Zer01 had little to say for itself, although Nancy hasn't left them entirely alone (Zer01 service still vapor, distributors empty-handed , Zer01 encounters new setback, Zer01 Mobile faces lawsuit from former partner." *nancy_gohring@idg.com*

News Service correspondent named one of the country's Top 10 security journalists

Bob McMillan

IDG News Service U.S. Correspondent **Bob McMillan** was named one of the top 10 security journalists by the SANS Institute, the world's largest source of information security training and certification. The award was presented at this month's RSA Conference in San Francisco. "It's a particular honor to have been voted in the top 10 because the votes came from my peers — other journalists — who really do know the score," said McMillan, who has covered computer security for the News Service since 2003. A complete list of winners is available at www.sans.org/top-journalists/. Each winner was asked to submit an article published during 2009 of which they were particularly proud. Read McMillan's tale of an FBI agent's three-year undercover operation targeting online identity thieves here: http://www.pcworld.com/article/158005/three_years_undercover_with_the_identity_thieves.html. *robert_mcmillan@idg.com.*

They're baaaack! Museum of Science passes are now available

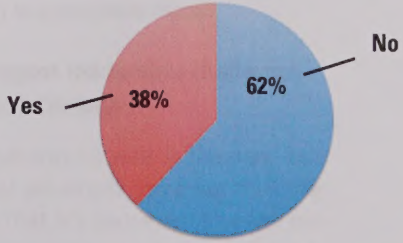
As a corporate member of the Boston Children's Museum, the New England Aquarium and the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

New England Aquarium
Protecting the blue planet

IDG employees from the Boston area or any employees who are visiting the Boston area may request passes by sending an e-mail to world_update@idg.com and providing their name and business unit address. You may request up to four passes per venue.

Question of the Week results

Have you ever had a mentor at work?



Log on to www.idgcentral.com to vote on this week's question:

If you were in the market for a new car, would you buy a Toyota?

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30

John Dix *Network World*

18

Michael Cooney *Network World*

11

James King *IT World Canada*

10

Monica Bennett *IDC*
Pennie Robinson *IDC*
Matthias Malmqvist *IDG Sweden*

8

Jane Skullman *IDG Sweden*

7

Roberto Gutierrez *IDC Brazil*

6

Shawn McCarthy *IDC*

Seth Fishbein *IDC*
Peace Ning *IDC China*

4

Dan Nim Andersen *IDG Denmark*

3

Boyd Chastant *IDC*
Kao Yang *IDC*
Timothy Doherty *IDC*
Joanna Baranowska *IDG Poland*
Samuel Cavalho *IDC Brazil*
Camilla Wernersson *IDG Sweden*
Jessica Mandrik *IDG Research Services*

2

Henrik Apell *IDG Sweden*
Dario Nazeman *IDG Sweden*
Evan Hardie *IDC Canada*

1

Owen Fletcher *IDG News Service*
Ryan McNally *IDC Canada*
Chrissy Schneider *PCWorld*

Any business unit is invited to send the appropriate anniversary information to at world_update@idg.com.

IDC Chile staff safe after earthquake

The devastating 8.8 magnitude earthquake that rocked Chile on Feb. 27, and the most recent aftershocks on March 11, left the IDC Chile office in Santiago undamaged. The staff and their families are safe, reported Telecom Research & Consulting Manager, IDC Latin America **Natalia Varga**, who also serves as account manager for IDC Chile and IDC Peru.

"We are working, but not all companies can, because their infrastructure was damaged," she said. "Most importantly we are alive and now trying to advance."

Coming up

IDC Brazil Information Security & Business Continuity Conference
March 17
Sao Paulo, Brazil

Open Source Business Conference
A Computerworld event
arch 17-18
he Palace Hotel
San Francisco

SaaSCon (Software as a Service Conference)
A Computerworld event
April 6-7
Santa Clara Convention Center
Santa Clara, Calif

Storage Networking World
A Computerworld event
April 12-15
Rosen Shingle Creek
Orlando, Fla.

E3 Expo
An IDG World Expo-produced event
June 15-17
Los Angeles Convention Center
Los Angeles

One on one

continued from page 3

of the launch announcement for the PlasticLogic's Que and are ready to publish on the Skiff and other eReaders. (See our plans for iPad above). These contribute to the growth of our overall audience and make us more attractive and relevant to our users and marketing partners.

Q Why is the pending introduction of a products database so important to Macworld.com?

A Getting our product catalog on Macworld will enable us to serve our audience in a way that no other site focused on Apple products does. From a user perspective, the product catalog will add more depth to their experience, allowing them to quickly and easily find products and giving them access to more products than ever before.

From a search perspective, more products means that Macworld will show up in additional search results, thereby bringing new users to the site. From a sales perspective, the product catalog will enable ad opportunities that complement those we are selling on PCWorld. For instance, we can sell Kodak the contextually relevant content environment of SLR product review pages in both PCWorld and Macworld. In addition, each product represents an opportunity for us to transfer buying interest to a merchant, for which we get paid.

Q What blogs and/or newsletters do you read?

A Not a day goes by that I am not repeatedly checking the homepages of PCWorld and Macworld. The breadth and quality of our coverage makes these sites a must-read if you want to know what is happening in the tech world.

I like SmartBrief, which publishes newsletters that aggregate content on a variety of subjects. They do one for the IAB, which I follow closely, that has the latest and greatest news on digital marketing and media, and I get their ExecTech, Leadership and Workforce newsletters. I read the MPA newsletter because I am on the board and have found it to be of increasing relevance as e-readers have picked up steam. Occasionally I will search in Twitter against a subject I am really interested in. This is an excellent way to get links to the most current content on a specific topic. That said, my favorite source of information is call reports from our sales team. This "from the trenches" insight is invaluable and is topped only by talking to customers myself.

Q What has been your biggest leadership challenge since you took the helm of PCW/MW?

A Well, the economy last year was no walk in the park, but I felt absolutely confident that we would come out the other side stronger, and we have! That is a testament to every employee. We have such an amazingly talented and dedicated team that no matter how big the challenge, I truly feel like we can wrestle it to the ground and move forward. In short, I don't overcome challenges, we all do. WU

celebrating 10!

Name
Laurianne McLaughlin

Home
Littleton, Mass.

Joined IDG
July 1992, Assistant Editor, Computer Buying World

Career path
After a very brief stint at Computer Buying World just before it merged with InfoWorld, I was hired by PCWorld as assistant editor, news, and eventually became senior editor, news. I went to Business 2.0 online for a year in 1999, then freelanced before joining CIO magazine in July 2006.

Current title
Senior News Editor, CIO.com. I drive online news strategy, edit our reporters and shape the home page.

Best part of your job
I have great co-workers, and I love the pace of online news.

Memorable moment at work?
When I worked for Bill Snyder at PCWorld in the '90s, he loved to hand me messy projects and last-minute requests. Each time he'd call, I'd tell him, "You owe me wrinkle cream." When he moved on from being my boss, he sent me a nice little jar of eye cream. I laughed out loud when I opened the package.

What's kept you at IDG for 10 years?
A smart mentor once told me never work for people who don't have a lot to teach you. I found some amazing teachers at PCWorld and CIO.

Best way someone could compliment you on your work
Convince 100,000 or so of your closest friends to click on my headline.

One thing you've learned during your tenure at IDG
Say no to all the candy lying around the office.

Interests outside the office
Kayaking, Red Sox games, new adventures with my son.

Family
My husband, Eric, and I have a son, Paul, 6.

Of what accomplishment at work are you most proud?
I am proud that CIO.com was one of four finalists for the 2009 ASBPE Web site of the year award and that CIO.com writers won three other national ASBPE awards.

CIO.com's ***Laurie McLaughlin*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating her 10 years of service to IDG.*

Talent you wish you had?
The ability to paint and sculpt.

Fantasy job
Writer for "30 Rock." I love Tina Fey's sense of humor.

Your idea of a perfect day alone?
A sunny day on the beach or by the pool in Key West, Florida, including a gorgeous sunset.

Collection
Flip-flops. They keep me in a warm state of mind.

Manager's profile
"Laurie is second in charge at CIO.com, and in the two years that I have worked with her, Laurie has shown herself to be a top-notch manager and guiding editorial voice on the Web site. Laurie has been instrumental in working with writers to drive new and recurring traffic to CIO based on her expertise in headline writing and story selection/focus, which has in turn lead to extensive improvements in SEO. Laurie can always be counted upon to provide a solid editorial foundation and assistance to all her workmates with her editing skills, leadership and guidance. Laurie is truly a star editorial manager for CIO.com."

— Brian Carlson, editorial director/editor-in-chief, CIO.com

and finally...

The *IDG World Update* editors would like to thank the following people who assisted this week:

Letitia Austin *IDG U.K.*
Debra Becker *IDG Enterprise*
Brian Buizer *PCW/MW*
Nikki Causer *IDG U.K.*
Matt Egan *IDG U.K.*
Kevin Gerich *IDG Enterprise*
Galen Gruman *InfoWorld*
Simon Jary *IDG U.K.*
Kerstin Kammann *IDG Germany*
Mike Kisseberth *PCWorld/Mac Publishing*
Markus Pilzweger *PC Welt*

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IDG World Update

22 MARCH 2010
VOLUME 40, NUMBER 10

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG Germany's innovative "elevator pitches" a hit at CeBIT

Exhibitors leap at chance to pay for 30-second video promotions

Looking for a way for its sales reps to generate some additional revenue while creating buzz around this month's CeBIT coverage on its Web sites, IDG Germany came up with an innovative video-based marketing opportunity for companies exhibiting at the world's largest IT expo.

Company executives were offered a chance to distill their key marketing messages into a 30-second chat with CIO Germany Editor-in-chief **Horst Ellermann**, which was captured on video and displayed on three of the company's Web sites. The unique angle? The conversations took place while Horst and the executives were riding an elevator between floors at the expo. The gallery of "Elevator Pitches," each of which sold for 500 Euros (US$688) was displayed immediately on the Web sites of CIO, Computerwoche and TecChannel and will remain on the sites for about two months.

Most of the 26 pitches were sold prior to the start of CeBIT, said IDG Germany Publishing Director **Michael Beilfuss**, although sales reps continued to sell them during the trade show. The spots were taped over the course of four days from March 2 to 6. Site visitors were invited to vote for the best pitch, and the winning company will be announced on the sites' home pages in April and receive 100,000 free ad impressions. Voting is still open and, to date, several thousand people have cast their votes.

The videos required almost no preparation prior to the actually filming, Ellermann said. "We sent the execs two questions in advance. And then my job was to learn the text: "Hi, Mr. X, what are you showing us at CeBIT? Hmmmm, how interesting. In which hall can I take a look at your product?' I'm not an actor, though, so it took me a little longer than most to memorize my lines...about two minutes!"

*CIO Germany Editor-in-chief **Horst Ellermann** conducted 26 pre-arranged 30-second interviews with CeBIT exhibitors, while he rode with them in an elevator. The interviews were posted on the company's Web sites where visitors could vote for their favorites.*

continued on page 4

Inside this issue

IDG World Expo partners with SPJA to manage Anime Expo *page 2*

One on one: IDG Germany President & CEO York von Heimburg *page 3*

IDG Enterprise launches first app *page 4*

IDG Australia staff celebrates Davy Adams' 2009 Chairman's Cup win *page 6*

Quick poll: What blogs do you find most useful for work? *page 8*

Directions' new venues enhance networking opportunities

IDC's 45th annual Directions conference, held earlier this month, continued the company's long-standing tradition of providing an informative and actionable overview of the issues shaping the IT, telecommunications and consumer technology markets. This year's theme was Capitalizing on the Recovery: Building the Foundation for the Intelligent Economy.

The agenda featured predictions, insights and guidance from IDC and Insights analysts in large-scale general sessions and smaller breakouts and discussion groups, as well as opportunities for clients to meet with analysts for individualized discussions. Directions featured more than 80 IDC speakers in Boston and more than 70 in Santa Clara, Calif. For the first time, IDC Directions 2010 closed with a panel discussion of leading CIOs discussing how they are implementing the Intelligent Economy.

continued on page 5

HOWARD SHOLKIN

*IDC Group VP and General Manager, Insights **Meredith Whalen** (third from left) and IDC Executive VP/Worldwide Research **Crawford Del Prete** (far right) moderated Directions' closing panel in Santa Clara, Calif., with CIOs from (not pictured in order) Austin Energy, Qualcomm, Blockbuster, Kaiser Foundation Health Plan and the State of California.*

in brief

newsworthy

IDG World Expo partners with SPJA to manage Anime Expo

IDG World Expo announced this month that it will manage show operations, public relations, sales and marketing for Anime Expo, the largest anime and manga convention in North America. Owned by the Society for Promotion of Japanese Animation (SPJA), Anime Expo will take place July 1-4 at the Los Angeles Convention Center. The initial agreement is set to run through 2012.

"We are very excited to bring IDG World Expo into the Anime Expo team," said Michael Lattanzio, president and CEO of SPJA. "IDG World Expo's expertise in show management and years of experience with technology and entertainment events will bring our already hugely successful show to a new level, and will improve upon our outstanding event experience for exhibitors and attendees alike."

Anime Expo is the world's second longest-running anime convention, having launched in 1992. The 2009 event brought 40,000 attendees and over 300 exhibitors to the Los Angeles Convention Center. Popular Anime Expo events include the Masquerade, Anime Music Video Contest, Concerts, Battle of the Bands and the "AX Idol" contest. Anime Expo offers evening dances, video programming, tabletop gaming rooms and open mic karaoke throughout the event.

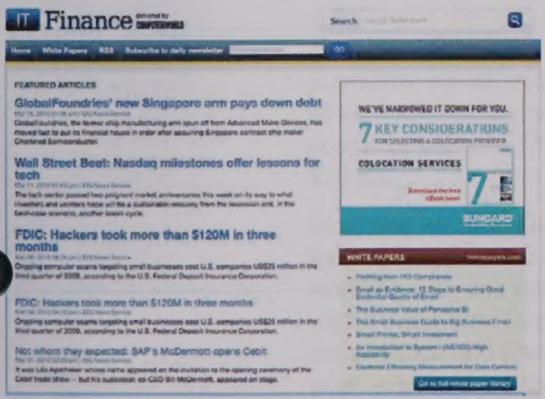
Anime, a shortened Japanese version of the word "animation," refers to animation produced and created in Japan. Manga is the Japanese equivalent of comic books. According to the Japan External Trade Organization, the anime market in the United States is valued at $4.35 billion.

For more information, contact ***Cindy Hart*** *at chart@idgworldexpo.com.* WU

Computerworld launches sites for finance, health care, government

With health care, government and finance among the top industries that contribute to the largest sector of the U.S. technology market, Computerworld has created three vertical content sites to help extend advertisers' reach into these markets.

The sites are http://itfinance.computerworld.com, http://ithealthcare.computerworld.com and http://itgovernment.computerworld.com. Launched last December, they were created in three weeks and leverage the ITNews.com infrastructure, IDG's technology news site that aggregates news and commentary from IDG's U.S. media brands. The vertical sites aggregate content from the IDG News Service and IDG's U.S. publications. The content flowing into the sites is 100% automated, thus avoiding added editorial workloads.



FEATURED ARTICLES

GlobalFoundries' new Singapore arm pays down debt

Wall Street Beat: Nasdaq milestones offer lessons for tech

FDIC: Hackers took more than $120M in three months

FDIC: Hackers took more than $120M in three months

Not whom they expected: SAP's McDermott opens Cebit

The content flow for the new vertical sites is 100% automated.

Microsoft, IBM, Sunguard and Great Brocade are among the early advertisers. "These sites have also opened us up to smaller, more niche-companies that we've never talked to before," said Computerworld Online Sales Director **Jennell Hicks**, whose team is the exclusive sales group for the sites.

Advertiser opportunities include banner advertising, white paper postings and sponsoring a solution center.

Visitors get to the sites primarily through keyword search and through IDG Enterprise sites, Hicks said. To date, average monthly page views for the sites have been 238,392 (financial services), 226,662 (government) and 131,274 (health care).

Key players in the sites' creation were SVP/Online Sales and Operations **Gregg Pinsky** and the Online Publishing Group. WU

Coming up

IDC Transformation Technologies : Government Innovations Roadshow
April 5
Four Seasons Hotel
Riyadh, Saudi Arabia

The Maturing Cloud - What the Grateful Dead Can Teach Us About Cloud Economics
An IDC Briefing
April 6
Doubletree Hotel San Francisco Airport
Burlingame, Calif.

SaaSCon (Software as a Service Conference)
A Computerworld event
April 6-7
Santa Clara Convention Center
Santa Clara, Calif.

Storage Networking World
A Computerworld event
April 12-15
Rosen Shingle Creek
Orlando, Fla.

The Emerging Workforce: What Will it Look Like and How Will You Manage It?
An IDC Briefing
April 13
Hilton New York
New York City

The Post Crisis IT Market: The New Normality for Technology Buyers
April 13
Four Seasons Hotel at Nile Plaza
Cairo

IDC Transformation Technologies : Government Innovations Roadshow
April 14
Sheraton Hotel
Algiers, Algeria

U.S. Media Management Institute
Internal training program for middle and senior level functional managers
Boston
Contact: laurie_butson@idg.com

IDC Transformation Technologies : Government Innovations Roadshow
April 21
Emirates Palace Hotel
Abu Dhabi, United Arab Emirates

IDC Storage, Virtualization and Datacenter Roadshow Building a Smart Infrastructure
April 22
Radisson SAS Slavyanskaya
Moscow

Virtualization and Cloud Conference
An IDC UK event
May 13
London

IDC's Asia/ Pacific Intelligent Green Conference
May 13
Singapore

Virtualization and Cloud Conference
An IDC UK event
May 18
Dublin

IDC Argentina Business Intelligence and Information Management Conference
May 18
Buenos Aires

E3 Expo
An IDG World Expo-produced event
June 15-17
Los Angeles Convention Center
Los Angeles

For more information about these events, see the Events Listing on IDG Central under the News tab. To have your events included, please send the relevant information, including a URL, to world_update@idg.com.

the interview

[illegible]ne on one

York von Heimburg
The president and CEO of IDG Germany is this week's columnist. Reach him at yvh@idg.de.

> *"Our total revenue currently comprises [illegible]% reader revenue and 53% ad revenue. This is a good split, but our target is to increase our share of reader revenue to 55% within the next two years."*

Q How was this year's CeBIT in Hannover?

A CeBIT is by far the biggest IT fair in the world. This year, CeBIT had around 330,000 visitors during its five-day run and round about 4,700 exhibitors.

It is an impressive showground: a very large area with big booths. [IDG Communications CEO] **Bob Carrigan** was there for one day, and he was very impressed by the big office space some of the managing directors of the big German IT companies presented at their booths — and by the exceptionally good service customers were being offered drinks — snacks and so on.

CeBIT was very successful for IDG Germany, because we had a lot of good activities there that will help us come to a good result in the month of March. We published the official CeBIT magazine; we provided the official CeBIT Web site with news, videos and podcasts; we presented the recruitment area "jobs & careers"; and we organized a CIO event. We also organized the CeBIT CIO Executive Club, which is a lounge area — complete with amenities such as food, drinks and car service — where CIOs could meet and relax during the expo. The CIO Executive Club was sponsored by companies eager to connect with this audience including Oracle, IBM, Deutsche Software AG and SAP.

Q How have you been working to increase the percentage of revenue you generate from readers vs. advertisers?

A Our total revenue currently comprises 47% reader revenue and 53% ad revenue. This is a good split, but our target is to increase our share of reader revenue to 55% within the next two years. In order to achieve this we are pushing a lot of new print magazines on the newsstand: for example, iPhoneWelt six times a year; MyMac, a Mac magazine for beginners; World of Warcraft magazine 12 times a year; SIMS magazine six times a year; PC-WELT Linux four times a year; PC-WELT Foto & Video four times a year; and many really great XXL editions of some of our brands where we summarize our valuable editorial content (300 pages, an expensive-looking cover) on special topics with a copy price between 12 and 15 euros (US$16.50 and $20.50).

Moreover, we are beginning to attempt to convert free subscriptions into paid subs, an effort which has been quite successful here in Germany. So far we have converted round about 30% of our free circ audience, and while not for the full subscription price, at least for a price that makes it worthwhile to continue this effort. And we do have around 25,000 online subscribers who are pushing our premium areas. They pay approximately 2.5 euros to 4 euros ($3.40 to $5.46) per month, and they receive special downloads, free software, PDFs from the magazine and other special content. All these various activities are bringing success — thanks to our great team at IDG Germany!

Q What are you doing to expand your online business?

A We are working very hard on the big three Web activities that IDG is now focusing on worldwide:

1. **Building up the IDG TechNetwork**. We already have 16 Web sites in our TechNetwork, and we are growing steadily. We have a team of three people working on this project, and we are hiring another person who will be focused on getting publishers motivated to join our network.

2. **Expanding the lead business**. We are working to offer a lot of additional services to our customers, for example, lead nurturing programs and account intelligence activities. All the activities have two aims: holding the lead price stable and getting new customers to the programs.

3. **Social media**. We are implementing more and more social media programs together with our customers. We see a lot of new possibilities to talk with our customers because most of them do not understand how to proceed in this area, and we get new customer contacts, which is a great advantage for expanding our network to our clients.

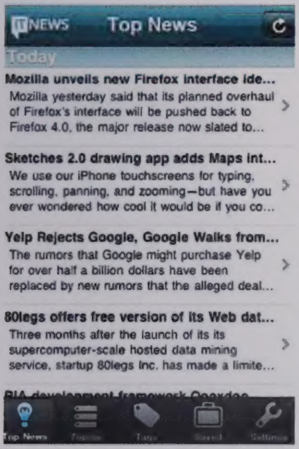
Another very important activity is our new launch of CFOworld.de, which was very well received in the market (see IDG World Update, Oct. 26, 2009). At CeBIT I got the impression that we found the right time to launch this product: All the companies there are keen to reach this highly interesting target group, especially in these tough times where money is tight and the CFO is increasingly forced to make the important decisions instead of the CIO.

In April we will publish a print edition, which is sponsored by Oracle, and will be distributed to some 20,000 CFOs, and we will continue to do so probably four times a year along with some CFOworld-sponsored executive briefings in print.

Building up our IT decision maker database as well as our CFO database is another very important area we are focusing on, and we are aiming to become the No. 1 provider of high-quality leads.

continued on page 7

IDGE gets into iPhone app business with mobile spin-off of ITNews



Top News

Mozilla unveils new Firefox interface ide...
Mozilla yesterday said that its planned overhaul of Firefox's interface will be pushed back to Firefox 4.0, the major release now slated to...

Sketches 2.0 drawing app adds Maps int...
We use our iPhone touchscreens for typing, scrolling, panning, and zooming—but have you ever wondered how cool it would be if you co...

Yelp Rejects Google, Google Walks from...
The rumors that Google might purchase Yelp for over half a billion dollars have been replaced by new rumors that the alleged deal...

80legs offers free version of its Web dat...
Three months after the launch of its its supercomputer-scale hosted data mining service, startup 80legs Inc. has made a limite...

More than 200 copies of the ITNews app have been sold.

IDG Enterprise earlier this year released its first iPhone application, the US$2.99 ITNews, a mobile spin-off of its ITNews.com news aggregation site.

"The world is turning to apps," said **Tom Pimental**, IDG Enterprise director, Product Development, "and we wanted to get our toes in the water with something relatively simple, as well as get some experience in creating and marketing an app. We launched the ITNews site 18 months ago and modeled the app after it."

Similar to its parent site, the ITNews app pulls U.S.-originating news stories from the IDG News Service's (IDGNS) news feed of both enterprise and consumer publications and sites, including Computerworld, InfoWorld, PCWorld, Macworld, Network World, CIO, CSO, JavaWorld and LinuxWorld. App users see a variety of topic pages with the headlines and first few lines of stories and can then click on any story to read its full text. Stories can also be saved for later reading offline.

An urgent news story triggers a 'push notification,' letting the reader know an important story is waiting to be read. (A recent example was Computerworld's coverage of Google possibly pulling out of China.) This urgency indicator was set up by the IDGNS for sites with automatic feeds that will publish any story marked urgent directly to the sites.

App users can also share news stories through Twitter, Facebook and e-mail. "This pushes traffic back to the ITNews.com site," Pimental said. "When someone shares a story, their e-mail will contain a link to the article at ITNews.com, since you can't link back to an app."

With minimal marketing, the app has sold more than 200 copies. "We've got a splash page on the ITNews site (go to http://itnews.com/app), some house ads around various IDG publications and IDG mobile sites," Pimental said. While some e-mail mailings have promoted the app, Pimental said "we haven't really gone outside of our own marketing channels. This is mostly experimental to see what the market will do with a paid IT news app."

While the ITNews app was not built in house, it was built close by. It was built and tested over six weeks of night and weekend work by Matt McCarthy, a freelance developer married to **Jennifer McCarthy**, IDG Enterprise online producer/researcher. Other people involved in the project were Lead Online Designer **Presh Costales**, Technical Project Manager **Karen Werner** and CTO, Online **Ray Anderson**.

Pimental said IDG Enterprise has no immediate plans to release a similar version of the app for the Blackberry or other smartphones. "We're looking at partners to help us take the app and port it to any technology," he said. He added that his group is considering producing a free version of the app — the free version would offer ads, while the paid would not — as well as adding different story content types, such as vendor-sponsored white papers and lead-generation stories.

Write to tpimental@idgenterprise.com. **WU**

Elevator Pitch

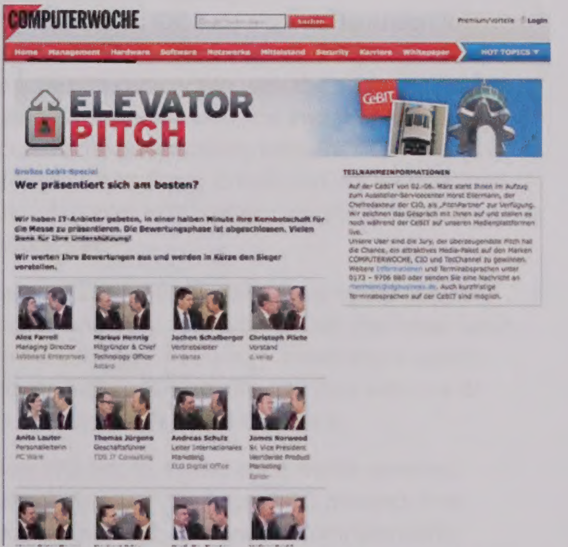
continued from page 1

Beilfuss said the reaction from both the executives interviewed as well as their site users has been very positive. "These videos provide companies with a perfect platform to pitch their products, services, and themselves to our Web site audiences as well as to be part of the buzz created around this effort, and we definitely plan to repeat this approach at an appropriate occasion."

Ellermann shared two important lessons learned from this first effort: Filming in elevators requires extra lighting and keeping the script simple is key.

"We planned each interview to have two takes. In the first one, the exec approaches the elevator, presses the button and steps in. In the second one, the exec has to say, 'Hi, blah...blah...blah....' And then he or she was supposed to press the button a second time to make the elevator move. You'd be surprised how many missed the second button. We had to do the second take an average of three times each."

> *"I'm not an actor, though, so it took me a little longer than most to memorize my lines... about two minutes!"*
> — Horst Ellermann, editor-in-chief, CIO Germany



Wer präsentiert sich am besten?

Wir haben IT-Anbieter gebeten, in einer halben Minute ihre Kernbotschaft für die Messe zu präsentieren. Die Bewertungsphase ist abgeschlossen. Vielen Dank für Ihre Unterstützung!

Wir werten Ihre Bewertungen aus und werden in Kürze den Sieger vorstellen.

To view the Elevator Pitch gallery, visit http://www.cio.de/elevator-pitch, http://www.computerwoche.de/elevator-pitch or http://www.tecchannel.de/elevator-pitch.

For more information, contact Michael Beilfuss at mbeilfuss@idgbusiness.de or Horst Ellermann at horst.ellermann@cio.de. **WU**

Directions

continued from page 1

Client participation at IDC Directions 2010 was strong. There were more than 1,000 attendees in Santa Clara and over 900 in Boston which was in line with 2009 attendance. Attendees primarily came from IT, telecom, consumer tech and financial firms.

"The timing and theme of this year's IDC Directions was excellent as we are in the early stages of the economic recovery, so clients were very interested to hear IDC's advice on how to take maximum advantage of the growth opportunities that lie ahead," said **Kirk Campbell**, IDC president & CEO. "The attendee and IDC analyst interactions throughout the day were intense with the analyst one-on-one sessions with clients fully booked at the start of each conference."

After several years at the San Jose (Calif.) Convention Center and Boston's Hynes Convention Center, IDC switched the venues this year to the smaller Santa Clara Convention Center and the Sheraton Boston Hotel. The new locations represented "an effort to better fit the size and intimacy of the event to the venue, " said **Jill Toole**, who consulted on marketing for Directions. She noted that the change was not a move to downsize the event since registrations were at the same level as 2009.

Lunch Roundtables

More than 30 lunch roundtables enabled eight to 10 attendees to talk with one or two IDC analysts on a topic of interest.

"With a more intimate experience that contributed to greater networking opportunities, the new venues helped contribute to some of the highest customer satisfaction scores in the history of the event," said IDC VP/Marketing **Jon Guloyan**. "Both clients and IDC staff were very pleased with our change in venues."

This year IDC made an extra effort to capitalize on the relationships between analysts and clients to drive registration. The "Just One" campaign encouraged all IDC U.S. analysts to promote the event. Signs were posted at IDC offices, and on a few mornings in the months before Directions, Guloyan intercepted analysts as they passed through IDC's lobby in Framingham, Mass., to remind them of the campaign and answer any questions about the event. In addition an impersonator (California Governor Arnold Schwarzenegger for Santa Clara and Cliff Claven, one of the characters from the TV show "Cheers," for Boston) recorded voice mail reminders for the staff to invite their clients and prospects. This humorous take on the annual internal Directions voice messaging was effective; more staff than in previous years listened to the entire message, Guloyan said.

DIRECTIONS

PHOTOS BY RUTH SAGER

*IDC Insights Sales Operations Manager **Suzanne Newton** helps a guest at the kiosk in Santa Clara, Calif.*

IDC also worked closely with IDG Strategic Marketing Services, in particular Director, Communications and Marketing Programs **Howard Sholkin** and Digital Marketing Manager **Teresina Cardamone**, to spread the word about Directions via SMS sales teams, editorial leads, Web sites, newsletters, lists and other vehicles, including a Twitter contest that gave away a complimentary registration at each venue (see IDG World Update, March 8, 2010).

Analyst relations session

For the first time, IDC held a special luncheon for analyst relations professionals at Directions in Santa Clara. Held in conjunction with the Institute of Industry Analyst Relations (IIAR), the invitation-only lunch featured brief presentations with IDC's **Crawford Del Prete**, IIAR's Peggy O'Neill and Hill & Knowlton's Joshua Reynolds with content specific to the analyst relations role.

Directions 2010 also featured more of the popular Lunch Roundtables than ever before. For these, lunch tables are flagged with a sign advertising a specific topic, and eight to 10 guests can dine with one or two analysts to talk about that issue.

Eleven IDG brands signed on as media sponsors, which represented the largest IDG presence in at least six years: CIO, CSOonline, Computerworld, InfoWorld, Macworld, Network World, PCWorld, The Industry Standard, idgknowledgehub.com (which replaced IDG, which appeared in years past) and, new this year, ITworld and DEMO.

Write to jtoole@idc.com or jguloyan@idc.com.

Questionnaires for a cause

As it has for previous Directions events, IDC offers to donate $5 for each returned attendee satisfaction questionnaire to a charitable organization. While the final count is not yet in, IDC expects to donate approximately $2,500 this year to the Make-a-Wish Foundation.

noteworthy people

Promotions

Previously a **Macworld** editorial lab intern, **Lynn La** joins the staff full-time as a staff editor. She was previously an intern reporter with Capitol Weekly in Sacramento, Calif., covering the state capitol's political and budget news. A recent graduate of the University of California/Davis, she holds a B.A. in English and political science. Outside the office she plays table tennis and recently placed second in women's doubles at the San Jose (Calif.) State University's table tennis open. *lla@macworld.com*

New employees

Vyas

Aditi Vyas joins **IDC Asia Pacific**'s Singapore office as senior sales operations executive, responsible for account maintenance and sales team support. She has four years' experience in various IT sectors including consulting for non-profit organizations in the areas of governance and anti-corruption. She holds a B.S. in mechanical engineering from India's Visveswaraiah Technological University and an M.B.A. in services marketing and management from S.P. Jain Center of Management in Singapore. Away from her desk she enjoys music, trekking and aviation. *avyas@idc.com*

Trong

New at **IDC Vietnam**'s Ho Chi Minh City office is Market Analyst, Telecommunications, **Quyen Truong**. Before joining IDC she worked at TMA Solutions where she was responsible for pre-release verification and testing of new telecom and IT products. She holds a degree in electronics and telecommunications from Vietnam's HCM University of Technology. She likes to play ping pong and billiards. *qtrong@idc.com*

Husein

IDC Indonesia has hired **Lutfi Avianto Husein** as an associate market analyst, responsible for peripherals research and analysis in Indonesia. His previous job was at PT Bank Danamon Indonesia where he was responsible for market and performance analyses for Visa, MasterCard and American Express in Indonesia. He earned a B.A. in business administration from California State University and is currently working toward an M.A. in management from Indonesia's PPM School of Management. In his free time, he enjoys cooking, movies and music. *lahusein@idc.com*

New at **IDC China**'s Beijing office is Finance Executive **Angela Peng**. Previously a finance analyst with SonyEricsson, she earned a B.S. in economics from Capital University of Economics and Business in Beijing. Away from the office she enjoys mountain climbing, poetry and jazz. *apeng@idc.com*

Also new at **IDC China** is **Chris Zhang**, associate market analyst in the China Enterprise Systems and Software group where he will handle IT storage and server research. He was previously a marketing and presales consultant with Digital China Co. Ltd. and holds an M.S. from the College of Information Science and Engineering in Quanzhou. In his free time he enjoys basketball, ping pong and badminton. *czhang@idc.com*

Previously a presales consultant with Hewlett-Packard Co., **Paul Li** joins **IDC China**'s Beijing office as a senior market analyst responsible for IT services research. He holds a B.A. in literature from Beijing's University of Science and Technology and enjoys travel and photography. *pli@idc.com*

Associate Market Analyst **Sharon Cheng** will be responsible for peripherals analysis and research at **IDC Malaysia**'s Kuala Lumpur office. A recent graduate of Northumbria University in Newcastle, U.K., she holds a B.S. in business management and marketing. Away from her desk she likes to jog, listen to music and sing. *scheng@idc.com*

Before joining **IDC China**'s Beijing office, Senior Account Manager **Jerry Gou** worked as a director with Beijing DCX Consulting Service Co. He holds a B.S. from Beijing Commercial College and enjoys calligraphy. *jgou@idc.com*

IDC China in Beijing has hired **Sophie Chang** as a senior market analyst responsible for software research. She was previously a data analyst with Information Resources in Chicago, where she earned an M.S. in electrical and computer engineering from the Illinois Institute of Technology. In her free time she enjoys music, reading and travel. *ssun@idc.com*

Coming from Harvard University's IT department is **Drew Pearson**, technology support analyst with the **IDG Technology Services** Group in Framingham, Mass. In his free time he enjoys golf, cars and cooking. *drew_pearson@idg.com*

McQuire

IDG U.K. has hired **Nicholas McQuire** as research director, Enterprise Mobility EMEA. Before joining IDC he was a senior manager in the Insight, Strategy and Planning division of BT Global Services, providing strategic insight on win-loss activity, market/competitor analysis and product/proposition development for the network services, mobility and unified communications portfolios. He earned a B.A. with first class honors from Mt. Allison University in Sackville, New Brunswick, Canada, and an M.A. in economics and international relations from the University of St. Andrews in Fife, Scotland. He expects to become a first-time father at the end of the month. *nmcquire@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG Australia staff celebrates Davy Adams' 2009 Chairman's Cup win

*On behalf of IDG Chairman **Pat McGovern** and the IDG Management Team, IDG International Publishing Services President & CEO **David Hill** (right) hosted a celebration for IDG Australia Managing Director **Davy Adams** and his staff this month in Sydney. Adams is the winner of the 2009 Chairman's Cup for management excellence (see World Update, Jan. 11, 2010).*

[illegible]nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Richard Villars *IDC*

21

Judy Bonasoro *IDC*
Kirsten Højrup Petersen *IDG Denmark*

20

Sara Messmer *Network World*

18

Robert White *IDC U.K.*
Maggie Murphy *IDG*
Bridget Cammarata *IDG Strategic Marketing Services*

17

Klaus Breu *IDG Germany*
Lisa Golden *IDG List Services*

15

[illegible]acki McDonald *IDC*
[illegible]ke Weigand *GamePro Media*

13

Kevin Krull *IDG*

12

Karen Cash *IDC*
James Kalbach *Computerworld*
Denise Dubie *Network World*

11

Vernon Turner *IDC*
Hillevi Billinger *IDG Sweden*

10

Suzanne Woodruff *IDC*
Vanessa Teal *IDC U.K.*
Thomas Luong *PC World*
Lisa Stabile *IDG*
Ryan Francis *IDG Enterprise*
Lisa Blackwelder *InfoWorld*
Maarten van Hage *IDG Netherlands*
Rick Val *IDG Netherlands*

9

Wanda Zolcinska-Gajlewicz *[illegible]DG Poland*
[illegible]mes Poulson *Macworld U.K.*
Michelle Maher *IDG News Service*
Koen Zijm *IDG Netherlands*

8

Tim Moynihan *PC World*

7

Keith Elshout *IDC U.K.*
Jimmy Svensson *IDG Sweden*
Satoshi Fukutomi *IDC Japan*

6

Amber Chin *IDC China*

5

Susan Joyce *IDC*
Dennis Lodin *IDG Sweden*

4

Petr Jirovsky *IDC*
Godfrey Chua *IDC*
Mariola Rauzer *IDG Poland*
Célia Surauza *IDC Brazil*
Henric Jogin *IDG Sweden*
Michael Barton *Computerworld*

3

Pascale Vonk-Romein *IDG Netherlands*

2

Trevor Clarke *IDG Australia*
Lucie Jichova *IDC U.K.*
Daniel Frey *IDG Switzerland*
Tsuneo Tosaka *IDC Japan*
Sabrina Schmidt *IDG Germany*
Denise Dye *IDG U.K.*
Marc Chin *IDC Singapore*
Simon Piff *IDC Singapore*
Clark Pollock *IDG*
Laura Biringer *IDG Enterprise*
Austin Matthews *IDG Enterprise*
Kathleen DiGiovanni *IDG List Services*
Miriam Talamini *IDG Syndication and Networks*

1

Katarzyna Zajaczkowska *IDG Poland*
Carmen Cheong *IDC Malaysia*
Yael Lord *IDC New Zealand*
Adlina Mohd Adnan *IDC Malaysia*
Dipola Sjettu *IDC Center for Consultancy and Research India*
Stacy Byrne *CXO Media*

One on one

continued from page 3

Q How far along is IDG Germany in terms of the transition to becoming a Web-centric company?

A This is an effort which was started in 2003 when I took over the IDG business unit, and it will be ongoing for at least the next two or three years. We are in the middle of an exciting shift from being a pure publisher to an IT information service company. This is a huge shift for a company that has a history of more than 35 years in Germany — for everybody in our company, for me and my management team and for my employees.

I am happy to say that we are making good progress, but to be honest we have to do a lot more to succeed in that change process. One of the most important steps is to get people (employees, managers, customers) more and more connected and to get people more and more motivated to cooperate closely. These are new skills because in the old print world we could be successful on our own. In the new world we need to be far more interactive and feedback orientated than before. That is the reason why I am calling IDG Germany an "integrated media company."

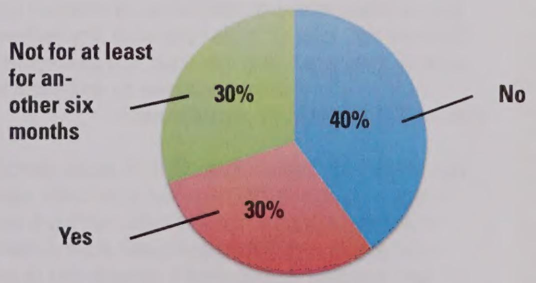
They're baaaack! Museum of Science passes are now available

As a corporate member of the Boston Children's Museum, the New England Aquarium and the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

IDG employees from the Boston area or any employees who are visiting the Boston area may request passes by sending an e-mail to world_update@idg.com and providing their name and business unit address. You may request up to four passes per venue.

Question of the Week results

If you were in the market for a car, would you buy a Toyota?



Log on to www.idgcentral.com to vote on this week's question:
Do you think Google will close its search business in China?

quick poll survey

Work-related blogs

IDG World Update recently asked a group of employees which blogs are most useful to them on the job.

"I have headlines with summaries from ReadWriteWeb (www.readwriteweb.com/) delivered to me every day. I skim it most days and read full stories on their Web site at least once a week and have done so since about 2004. They're good at finding thought leadership in the Internet space and give me enough info to follow up on later."

— ***Ray Anderson**, CTO, Online, IDG Enterprise*

"I'm all-SEO, all the time, so I read:

- The SEOmoz daily blog (www.seomoz.org/blog). I also read these news feeds, which contain a lot of blog posts as well as straight news.
- Search Engine Land: http://searchengineland.com/
- Search Engine Journa: www.searchenginejournal.com/.

I read to steal other people's ideas. Why does anyone read a professional blog? These have loads of SEO strategies and tactics, plus updates on changes or alleged changes in search algorithms, etc."

— ***Derek Slater**, editor-in-chief, CSO, CSOonline*

"I regularly review the Blog Roundup on BtoBonline.com (http://tinyurl.com/6m7b8l). There is an assortment of aggregated blogs on this site, written by B2B marketers, vendors, analysts, etc. This blog format allows me to stay on top of various blogs all in one place rather than having to navigate to a few sites. I would highly recommend these blogs to anyone in the B2B space."

— ***Michael Latchford**, online sales manager, IGS*

"I like to look at footnoted.org — they dig into SEC filings for juicy details, sometimes involving tech companies. It reminds you what business journailsts can find in public documents if you take the time to look. Michelle Leder recently got the big blogger payoff and sold to Morningstar.com, but she's still involved in the site."

— ***Elizabeth Heichler**, editor-in-chief, IDG News Service*

"My top blogs are:

- http://mashable.com/. The world's largest blog focused exclusively on Web 2.0 and Social Media news. Founder Pete Cashmore is a leading social media blogger.
- www.chrisbrogan.com/. Again, it's one of the leading social media blogs.
- http://techcrunch.com/ is great for tech industry news and
- www.briansolis.com/ follows new media." — ***Teresina Cardamone**, digital marketing manager, IDG Strategic Marketing Services*

"I read Jim Romenesko's blog at PoynterOnline (http://www.poynter.org/column.asp?id=45). It's a media news aggregator and pulls together media news, talks about mergers, lay offs, peoples' comings and goings. It keeps me up to date with the industry. I also follow a lot of Twitter accounts of professionals in the industry, so I don't have to read their blogs."

— ***Curt Poff**, senior Web producer, PCWorld/Macworld*

"I'm going to offer three Canadian examples of great tech blogs:

- Mark Evans: a former technology reporter who covers a lot of the Web 2.0 and social media applications that may (or may not) make their way into enterprise organizations. http://markevanstech.com
- Column 2: Written by consultant Sandy Kemsley, this blog offers one of the most comprehensive examinations of trends within the business process management space. Essential reading for enterprise architects and the like. http://column2.com
- StartupNorth: While the U.S. has TechCrunch, this blog does an outstanding job of identifying who the emerging players are, who's getting financing and how to make entrepreneurial efforts successful." http://startupnorth.ca

— ***Shane Schick**, editor-in-chief, IT World Canada*

"I like Industry Gamers — www.industrygamers.com/ — which I find to be an excellent source of news about the video game business (as opposed to product coverage). In addition, IAEE's newsletter and Web site have very helpful research and news about the trade show industry: www.iaee.com/executivebriefing/."

— ***Carolyn Rauch**, senior VP, strategic communications and event development, IDG World Expo*

"I read Joystiq (www.joystiq.com/) and Kotaku (http://kotaku.com/).They're general gaming news sites and really good resources for getting a quick feel for what's going on in the industry at any given moment."

– ***Tae Kim**, reviews editor, GamePro*

"I find this Facebook page, Ad Takeover (www.facebook.com/adtakeover?ref=mf), to be very helpful for work. Not only is it a great prospecting tool, but it also gives some great ideas on new and interesting ad executions online."

– ***Brent Martyn**, VP, Sales, GamePro Media*

"I like Gizmodo blogs a lot. Mostly because I like gadgets and love to hear about them, but we at CIO do a good amount of Blackberry and iPhone coverage so it is good to keep up on news breaking there. David Pogue's NYTimes blog is also a must read to keep abreast of more general consumer tech. I think the voice he uses to express his opinions and ideas is easily translated into our type of enterprise tech blogging."

– ***Brian Carlson**, editor-in-chief, CIO.com*

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Ray Anderson *IDG Enterprise*
Michael Beilfuss *IDG Germany*
Horst Ellermann *IDG Germany*
Cindy Hart *IDG World Expo*
Jennell Hicks *Computerworld*
Tom Pimental *IDG Enterprise*
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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2010, OpenSource World, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

29 MARCH 2010
VOLUME 40, NUMBER 11

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG, IDC host key clients at annual Marketing Summit

HOWARD SHOLKIN

(L-R): IDC President & CEO ***Kirk Campbell,*** *IDG Chairman* ***Pat McGovern*** *and IDG Communications CEO* ***Bob Carrigan*** *joined business unit leaders from across IDG's U.S. media brands as well as IDG Connect and IDG Global Solutions and leading analysts from IDC to welcome the almost 60 marketing executives who attended this month's summit.*

Senior executives from IDG Communications and IDC welcomed close to 60 marketing executives representing many of the companies' key clients and agencies to the fifth annual Marketing Summit held March 9 at the Ritz-Carlton in San Francisco. The event, designed to position IDG and IDC as leaders in tech media and research, comprises a networking reception, dinner and a panel discussion. In past years the panel has featured senior IT executives addressing their use of print, online and events for information and purchasing decisions. This year, however, the panel was composed of marketing executives from Hewlett-Packard, Avaya, Cisco, Sybase and an agency executive from Universal McCann who talked about marketing and the social Web.

"We thought a marketer panel around the hottest topic of the past year — social media — made the most sense, and social media marketing is an area where IDG has staked a leadership position," said IDG Strategic Marketing Services (SMS) President **Matthew Yorke**, who secured the speakers.

continued on page 5

IDG Enterprise beefs up recruitment sites with Simply Hired

IDG Enterprise has partnered with the world's largest job search engine and recruitment advertising network to significantly improve the job search experience for visitors to its five sites while boosting IDG's ability to drive recruitment revenue. Simply Hired currently offers visitors to CIO.com, Computerworld.com, InfoWorld.com, ITworld.com and NetworkWorld.com access to more than 3 million technology job listings in the U.S.

Simply Hired, an IDG Ventures portfolio company since May 2009, was one of several companies being considered to power IDGE's job boards during the summer of 2009. "The prospect of partnering with an IDG Ventures-backed organization was extremely appealing," noted **John Amato**, Computerworld publisher and leader of the task force for IDGE's recruitment strategy. Other members of the team are **Adam Dennison**, VP of sales, CIO; **Ray Anderson**, CTO Online; and **Michael Garity**, VP of marketing and business development, events and executive programs.

And while the endorsement from IDG Ventures was the initial catalyst that led to a meeting with Gautam Godhwani, Simply Hired's co-founder and CEO, "it was the level of responsiveness and spirit of partnership that really drove my interest," Amato said. "The first couple of meetings with Gautam and his team were spent with them asking us what we wanted to get out of a partnership and gaining an understanding of IDGE's business with a focus on improving the IT careers component of it."

Within 12 days of their initial meeting, Simply Hired delivered what Amato called a compelling presentation that mapped to the objectives he had laid out, accommodated expansion opportunities over the

continued on page 2

Inside this issue

IDG Australia's ARN kicks off 2010 awards program *page 2*

One on one: IDG Enterprise Chief Content Officer John Gallant *page 3*

IMHO: Block access to visitors using ad-blocking software? *page 4*

CSO's Derek Slater shares SEO tips *page 6*

Unsung hero: IDG Sweden's Robert Brännström *page 8*

Launch lunch generates sponsor enthusiasm for upcoming awards program

Australian Reseller News recently tested its theory that the way to a sponsor's checkbook is through its stomach — and it appears to be true. For the first time, the brand hosted a lunch event to kick off its 2010 ARN IT Industry Awards program, which will be held later this year.

"It was a way to thank our past sponsors and generate some excitement about the 2010 awards," noted **Susan Searle**, president and publisher of ARN. "And the good news is that it worked. We have already had four companies commit to this year's awards as a result of the lunch."

Forty people representing 18 companies attended the event, which was held at a Chinese restaurant on Sydney Harbor. "We chose a fun venue and kept it very informal," Searle said. "I introduced this year's awards theme — Towards a Brighter Future — and ARN's editor, **Nadia Cameron**, spoke about the awards categories and some of the tweaking we've done to maintain the awards' relevance and integrity."

The 2010 ARN Awards Dinner will be held on Sept. 16. The awards recognize companies throughout the Australian IT industry including vendor, distributor, reseller and environmental categories. Individuals are also recognized through personal innovation awards and by being inducted into the ARN Hall of Fame.

For more information, contact Susan Searle at susan_searle@idg.com.au. WU

*(L-R): **Janice Tong**, ARN group advertising manager; Danielle Harrison and Jeeven Jayanathan, both with Kyocera Mita; and **Susan Searle,** ARN publisher, at the luncheon held to kick off this year's awards program. ARN's IT Industry Awards are unique in the local market, Searle said. "CRN launched some awards the first year we did but bowed out after two years as our awards became the industry standard."*

Simply Hired

continued from page 1

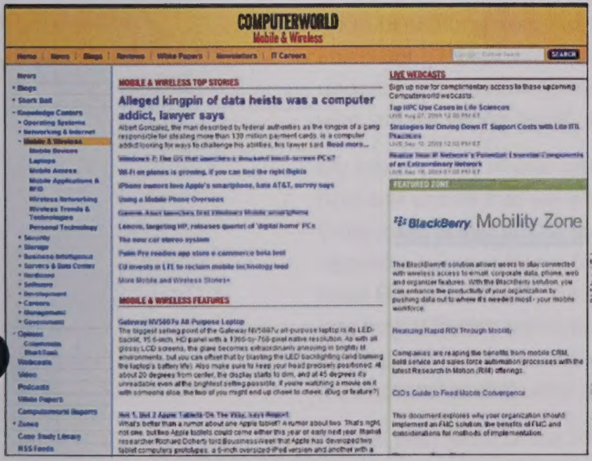
short and long term, and included financial modeling based on traffic to the IDGE sites. Prior to partnering with Simply Hired, the recruitment sites across all of the IDGE brands were static and relied solely on organic traffic (traffic sent to the recruitment sites from IDG's branded sites). "As a result, we relied solely on paid postings to drive revenue," Amato said. In contrast, the model presented by Simply Hired involved building out five co-branded sites, offered incremental traffic to the IDGE sites due to Simply Hired's SEO efforts, a cost-per-click revenue stream managed entirely by Simply Hired's sales force, available banner inventory that each brand has the ability to manage and sell and real-time management and reporting, which will allow each brand the chance to up-sell organizations taking advantage of paid postings with complementary banner ads, print advertising, etc.

"Under our new structure, we have the ability to prioritize positions in line with each brand's audience, which improves our click-through rates and subsequently improves our ability to drive revenue," Amato explained, adding that visitors can search jobs by title, location, company and other available filters. Another key feature is the availability of contextually relevant widgets that can be placed throughout the IDGE sites as a means to drive more clicks. "These widgets allow our sites to showcase relevant jobs in proximity to related content." (See graphic below.)

The recruitment sites are monetized in three ways:

- **Click revenue.** Cost-per-click revenue driven by positions sold by Simply Hired's sales force and posted on the IDGE sites via the Simply Hired network.
- **Paid job postings.** Companies with positions to fill can use the self-service postings available to site visitors for a fee of $295 for 60 days.
- **Banner advertising.** The sales teams for each IDGE site can sell banner ads in accordance with their average CPM.

Amato said IDG and Simply Hired have agreed on a 50:50 revenue split for all job listings sold by Simply Hired as well as jobs posted by companies using the self-service option. Each IDGE brand maintains 100% of any banner advertising revenue.



Alleged kingpin of data heists was a computer addict, lawyer says

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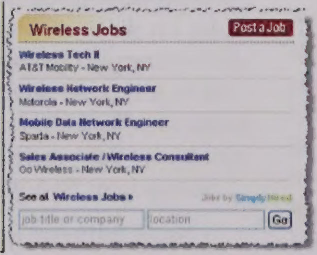


Wireless Tech II
AT&T Mobility - New York, NY

Wireless Network Engineer
Motorola - New York, NY

Mobile Data Network Engineer
Sparta - New York, NY

Sales Associate / Wireless Consultant
Go Wireless - New York, NY

Widgets allow the IDGE sites to showcase available jobs in a way that is contextually relevant. Once the visitor clicks on the position, they are redirected to the posting.

Simply Hired is a privately held company based in Mountain View, Calif. It operates global sites in 17 countries and nine languages on five continents.

*More information is available at www.SimplyHired.com. Any business unit interested in learning more about the company is invited to contact IDG Ventures Managing Director **Phil Sanderson** at phil@idgventures.com. John Amato can be reached at john_amato@computerworld.com.* WU

the interview

one on one

John Gallant

The chief content officer for IDG Enterprise is this week's columnist. Reach him at jgallant@idge.com.

> *"Between our [IDG Enterprise] brand Twitter feeds and individual staff accounts, we now have well over 70,000 direct followers, which translates into many millions of second-order followers sharing our content."*

Q **It's been about a year since you assumed the position of chief content officer at IDG Enterprise. Can you briefly explain your role?**

A Very simply, my role is to set direction for the editorial teams at IDG's enterprise properties and to explore the many ways that content can drive the growth of our business unit. I have the honor of working with the editors-in-chief of Computerworld, CIO, CSO, InfoWorld.com, ITworld.com, The Industry Standard and Network World to determine how best to use our extremely talented and experienced editorial teams to expand our online businesses and keep our print publications vibrant and valuable to the IT leaders who rely on these. I work with the editors on organizational structure, how to improve efficiencies on the back end, social media strategy, content optimization and a variety of other issues critical to IDG Enterprise's future. I also work closely with CEO **Michael Friedenberg** and our other executives here on new business opportunities that can be driven by content, as well as strategic issues like mobility, paid content and community building. Another key part of the job is outreach to other groups at IDG to ensure we're in synch and working well together. For example, we've worked closely with **Elizabeth Heichler** at the IDG News Service to create a virtual news desk across our reporting teams to ensure the deepest, timeliest and most authoritative coverage of key enterprise issues.

Q **What have been your priorities during this first year?**

A The key goal, initially, was to establish a united editorial structure that provided some real efficiency while, most important, preserving the brand identities that these editorial teams have helped to build over the past decades. I think we've been very successful in doing that. Readers benefit from the deep experience and rich expertise at each brand, while internally we're benefitting from instituting common practices and sharing lots of information. Any integration we've undertaken is invisible to readers (and to advertisers) who still see strong brand representation in the field.

My key priorities in year one were to expose best practices and ensure that we were rapidly implementing those ideas across all the teams and to use our great resources to move things forward more rapidly in key areas like social media. What was fascinating to see was how different teams approached different opportunities and problems, and we were able to embrace the approaches that were paying off most quickly.

To deal with some of the most important issues, I created a number of task forces — with representation from across the teams — to study the topics, set direction and move quickly on implementation of ideas. We've seen great progress as a result of the hard work undertaken by all the team members and their colleagues who tackled these issues in addition to their day-to-day jobs.

Here's a quick look at the task forces and what they've accomplished:

Social Media Task Force. Social media is powerful in a variety of ways, including brand building, reporting, sourcing, etc. But most important, social media is rapidly becoming the way that people find content and we need to be highly visible and active in social media to ensure our work is top of mind. This task force, led by **Brian Carlson** of CIO.com, first established a set of best practices for use of a wide variety of social media, including Twitter, LinkedIn, digg.com, Slashdot, Facebook, etc., and also a numerical baseline to measure traffic from social media, number of LinkedIn group members, Twitter followers and more. Those best practices and the baseline are being used by all the editors-in-chief to drive social media strategy for their individual brands, aligning the right resources with the right tools to get the maximum bang for the buck.

The task force has also staged internal training on Twitter, digg.com and other social media outlets and has had lively discussions on successes and challenges in working with social media.

And the results have been impressive. For example, between our brand Twitter feeds and individual staff accounts, we now have well over 70,000 direct followers, which translates into many millions of second-order followers sharing our content. Thanks to the generous knowledge sharing and assistance of staffers who know the ins and outs of sites like digg.com and Slashdot, we've been able to dramatically increase traffic from such social media outlets. Our LinkedIn groups are growing fast. Lots of work remains to be done, but the collective effort is paying off in a big way.

Content Sharing Task Force. IDG has a strong commitment to content sharing across sites, and with syndication partners, to get the full value of our investment in high-quality information. The Content Sharing Task Force has developed a set of recommendations that we're working to implement now to ensure that our active content sharing doesn't hurt our ranking and results with Google News and search engines like Google. The team, led by InfoWorld's **Eric Knorr** and Network World's **John Dix**, studied Google's recommendations and talked with a wide variety of people about how to do the most intelligent content sharing possible. They've worked with **Ray Anderson** of our own Online Operations Group on internal changes to

continued on page 6

More on Ars' ad-blocking experiment

The Wall Street Journal's Digital blog had a post on March 8 by Jennifer Valentino-DeVries about Ars Technica's ad-blocking experiment. An excerpt appears below. Read the whole post at http://tinyurl.com/ybpddsw.

"A Conde Nast site's recent attempt to block users who block ads presents yet another question about the painful transition from traditional to online media — what to do about anti-ad software.

Technology-news site Ars Technica tried a test: It blocked its content for users who were employing a particular ad-blocking tool. The response from readers consisted of confusion, some apologies and a considerable amount of indignation — prompting editor Ken Fisher to pen a piece entitled "Why Ad-Blocking Is Devastating to the Sites You Love" (http://tinyurl.com/ybxx8ho).

The gist of Mr. Fisher's argument is: Unless they use a subscription model, sites rely on advertising to survive. And although some of this advertising is on a pay-per-click basis, much of it is under a pay-per-view system. Furthermore, unlike in the world of print and television advertising, where measurement is fuzzy, advertisers online count whether an ad is loaded or not. This means that people who block ads are denying revenue to the sites they visit. As he puts it: "Imagine running a restaurant where 40% of the people who came and ate didn't pay. In a way, that's what ad blocking is doing to us."

Mr. Fisher was careful to say that he wouldn't call ad-blocking a form of stealing, and he wasn't referring to the pop-up blockers that are now standard on Web browsers. But he painted a dramatically grim picture of sites that are forced to cut staff and content because they rely on ads that people are blocking."

imho in my humble opinion

Block those visitors who use ad-blocking software?

Technology-news site Ars Technica (http://arstechnica.com) recently tried an experiment: It blocked its content for users who were employing a particular ad-blocking tool. IDG World Update asked several publishers and business unit managers if they thought it was a sound business practice to block access to users who are using ad-blocking software.

Bob Bragdon
Publisher, CSO

Bragdon

For some media brands it might make sense to block those viewers who are blocking banner ads, but in general, I believe the risks outweigh any rewards. These risks fall into two key areas: potential negative impact to other online revenue streams and the reputational risk such a move may expose your brand to.

At the most basic level it's critical to build a strong affinity between a media brand and its readers (or viewers). In this way, the brand can leverage that audience to generate multiple streams of revenue aside from pure impressions. At CSO, for example, we leverage that affinity in order to drive lead generation programs, event attendance, research response, etc. If we block some of our audience we eliminate the opportunity to generate any revenue from them, banner advertising impressions aside.

In an online world there's an even greater risk to such an action. By blocking some readers/viewers those individuals can easily turn against your brand and forcefully advocate against you through other online channels. The reputational risk from blocking may be more harmful than any revenue lost to blocked ad impressions as it can erode confidence in your brand and reduce overall audience size.

Michael Hermann
Managing Director, IDG Switzerland

Hermann

First of all, I guess that it is just a small percentage of users who installed ad-blockers; unfortunately these users are likely to be opinion leaders and technically savvy people, and it would be unfortunate to lose them as visitors. In general I think the idea of closing content to those who installed ad-blockers is, of course, easy to understand but the same time it is not well thought out. Here's my assessment of the pros and cons, in the eyes of the site's managers, of closing off content for these users.

The pros: The feel-good punishment factor: ("If they don't want our ads, we won't give them our content, so there!") The cons, though, are many:

- Migration to other sites.
- It's likely these opinion leaders might have a negative influence on our audience (they'll tell others how we banned them).
- Disproportional negative win and loss-ratio (long-term).
- We would lose visitors to channels where we have a commercial interest, through our relationship with advertisers, in giving visitors access to certain kinds of content for free (zones, free services for audience, paid service for customers, lead generation, etc.).
- Installation of ad-blockers does not necessarily mean that the ad-blocker should be used for our sites. These visitors may, in fact, benefit from seeing the ads, and they could choose to "white list" the site, i.e., allow ads from our site but not from some other sites.
- Less chance for high-quality and valuable user-generated editorial content, because we are punishing tech-enthusiasts who would be the most likely people to interact with our site.

Stephan Scherzer
Executive Vice President and General Manager
PCWorld and Macworld

Scherzer

In a fast-changing and very challenging environment, and under pretty serious economic pressure, bold and unexpected moves can help to get new things going or change behavior. Media business had always to do with taking some risk, challenge yourself, try to change quickly and if you fail, fail quick, fast and cheap. I very much like this "test" because it hits a nerve, opens a massive interaction and feedback loop with the users and creates a very healthy discussion about quality content and running a profitable business. Especially if you are a media company like IDG with strong, well-positioned brands and high quality content. Ars also did a great job promoting their paid content model, so they show alternatives. IDG Germany has had a solid premium model for several years, and we will launch Macworld Insider pretty soon. It's great timing to get this kind of discussion going, especially if you see prospects for mobile paid content and ad opportunities for premium content and brands.

Coming up

The Maturing Cloud: What the Grateful Dead Can Teach Us about Cloud Economics
An IDC Briefing
April 6
Burlingame, Calif.
www.idc.com

SaaSCon (Software as a Service Conference)
A Computerworld event
April 6-7
Santa Clara Convention Center
Santa Clara, Calif.
www.eiseverywhere.com

Storage Networking World
A Computerworld event
April 12-15
Orlando, Fla.
www.snwusa.com

The Emerging Workforce: What Will It Look Like and How Will You Manage It?
An IDC Briefing
April 13
New York City
www.idc.com

The Post Crisis IT Market: The New Normality for Technology Buyers
April 13
Cairo, Egypt
www.idc-cema.com

CIO Perspectives
CIO Executive Programs event
April 21
New York City
www.cio.com

The CIO Leadership Event
"Accelerating the IT/Business Opportunity
CIO Executive Programs event
May 2-4
Colorado Springs, Colo.
www.cio.com

IT Roadmap
A Network World event
May 25
Boston
www.networkworld.com

E3 Expo
An IDG World Expo-produced event
June 15-17
Los Angeles Convention Center
Los Angeles
www.e3expo.com

Summit

continued from page 1

"The Summit provides an excellent networking environment for IDG and IDC colleagues and their clients as well as plenty of peer-to-peer exchanges among the marketing executives," noted **Howard Sholkin**, director, communications and marketing programs, IDG SMS. "In addition, the panel helps stimulate important conversations among the attendees."

HOWARD SHOLKIN

*IDG managers in attendance included (from left): IDG Syndication and Networks CEO **Peter Longo**, IDG Ventures San Francisco Managing Director **Alex Rosen**, IDG Communications CEO **Bob Carrigan** and IDG Enterprise President & CEO **Michael Friedenberg**.*

In addition to IDG Chairman **Pat McGovern**, IDG Communications CEO **Bob Carrigan** and IDC President & CEO **Kirk Campbell**, business unit leaders from IDG Enterprise, PCWorld and Macworld, IDG Connect, IDG Global Solutions and GamePro as well as several top IDC executives were in attendance.

Rich Vancil, VP, IDC Executive Advisory Group, served as moderator of the panel that included Scott Anderson, VP, Customer Communications, HP; Paul Dunay, global managing director, Services and Social Marketing, Avaya; Jeanette Gibson, director, Global Social Media, Cisco; Brian Monahan, SVP, global lead, Social Media, Universal McCann; and Mark Wilson, VP, Corporate Marketing, Sybase.

Panelist comments

"Social media isn't marketing, it's communication with customers," pointed out HP's Anderson during the panel discussion, adding that marketing is one-way communication from vendor to customer as opposed to the conversations that are dominant in social media.

Social media is designed to reduce costs, extend reach and engage customers, said Cisco's Gibson, noting that Cisco has created a new organization for social media. "Cisco saves $250,000 per launch using the Web instead of in-person events," she said.

"It's a slow, steady march to embrace social media," said Sybase's Wilson. "This is the year for publishers to do interesting stuff. The more publishers get the community going, the better," he said.

Just four hours from start to finish, the Summit nevertheless requires countless hours of behind-the-scenes preparation to ensure the event goes off without a hitch. This year's major contributors included: **Ellen Daly**, SVP Events, IDGE; **Mike Garity**, director of business development, IDGE; **Nelva Riley**, executive assistant to the CEO; **Deb Begreen**, director, event operations, IDGE; **Christina Tashjian**, associate meeting planner, IDGE; **Susanna Hinds**, director of corporate communications, IDG Global Headquarters; Howie Sholkin, IDG SMS; **Rich Vancil**, Executive Advisory Group; **Clare Gillan**, SVP, Executive and GMS Programs, IDC; and **Michelle Blondin**, senior marketing specialist, IDC.

For more information, contact Howie Sholkin at howard_sholkin@idg.com. WU

IDG SMS' Matt Yorke on social media

IDG Strategic Marketing Services President **Matt Yorke** wrote a blog post for BtoBminOnline entitled "SocialAdvertising: A New Dawn for Publishers?" that also appears on IDG Knowledge Hub (www.idgknowledgehub.com). In it he talks about IDG Amplify services, a suite of ad products that offers opportunity for dialogue between consumer and vendor. He writes:

"We see readers engaging with the ads before the traditional click, which means that they are finding more value in the ads themselves. We know about the connection with brands because people are choosing to follow/friend brands and amplify the message within their own social networks. These ad units are simply driving deeper reader interactions than traditional online and print advertising. When IDG serves up contextually relevant and highly social advertising, we are able to offer both prospects and marketers a new and enhanced experience."

noteworthy people

New employees

Dudziak

Dan Dudziak joins the **PCWorld/Macworld** staff as an IT technician; he was previously a desktop support/junior systems analyst at Outspark, a small, San-Francisco-based gaming company where he was responsible for desktop support for 40 users as well as server maintenance. He holds a B.A. in political science from Hampshire College in Amherst, Mass., and recently became certified to teach English as a second language "anywhere in the whole wide world." Away from the office he sings and plays bass with a rock band called The Real. *dan_dudziak@pcworld.com*

IDG Enterprise in Framingham, Mass., has hired **Beverly Lloyd** as an online account services specialist managing CXO's West Coast online campaigns. Previously a senior account manager with the Allan Roche Group, she led the day-to-day management of clients' digital, social and traditional media campaigns. A graduate of Boston University, she holds a B.S. in communication and enjoys yoga, cooking and snowboarding. *blloyd@idgenterprise.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

CSO's Derek Slater shares tips on SEO

Slater

CSO and CSOonline Editor-in-chief **Derek Slater**'s self-described "obsession" with all things SEO, has resulted, over the past several years, in "a huge jumble of disorganized SEO bookmarks in my browsers," he said. Several months ago, former colleague and current managing editor of EMediaVitals Rob O'Regan, signed Slater up to contribute to an occasional series of columns on the topic of SEO. EMediaVitals is an online resource for digital media professionals.

The series, which is ongoing, contains a well-organized and un-jumbled collection of tips, ideas, best practices and lots of links in articles including:

More juice please! A link-building checklist for editors
Four great, practical ideas for increasing search traffic
SEO, porn, bounce rates and you
Can't afford a consultant? How to teach yourself SEO
Keyword research: Two critical strategies
Five reasons to become a search expert

Visit http://emediavitals.com/search/node/slater to check them out for yourself. WU

One on one

continued from page 3

support these guidelines, and we've reached out to the IDG TechNetwork and to our colleagues like **Stephan Scherzer** of PCWorld/Macworld to generate support for pan-IDG implementation of these recommendations.

News Task Force. Between IDGE and the IDGNS, there isn't anyone who can match the scope, knowledge and skill of our enterprise IT reporters and editors. Our goal is to be the source of news and analysis for IT pros in a very competitive marketplace. Our goal in creating this task force, which has been led by Computerworld's **Scot Finnie** and **Ken Mingis**, along with Elizabeth Heichler, was to ensure that we were getting the maximum effectiveness from our reporting and editing resources — avoiding overlap in coverage, teaming on major news and creating packages of stories on high-impact issues. As a first step toward that, the team worked with **Sharon Machlis** of Computerworld to create a news tracker and collaboration tool that all reporters and editors have been using since October. The adoption of this tool has been terrific and it's led to a lot of spontaneous collaboration. The task force also created three virtual news teams — comprising reporters from across our brands — that are focused on critical areas of coverage: security, mobility and enterprise applications.

Testing Task Force. IDG brands like Computerworld, InfoWorld and Network World have made significant commitments to testing enterprise products for readers. In many cases, these tests are expensive and require the expertise of not only our staffers but the top research people in the field. The Testing Task Force, led by Network World's **Neal Weinberg** and his colleagues **Doug Dineley** of InfoWorld and **Barbara Krasnoff** of Computerworld, have worked together to coordinate test plans to obviate overlap and even work together on some major products. The group has also defined common ethical policies for our testers and is currently working on a program to entice major vendors to give IDGE their hottest products in advance for the opportunity to get reviews in front of our very large collective audience.

Mobile Task Force. This group, led by InfoWorld's **Galen Gruman** and Network World's **Jeff Caruso** has worked with **Gregg Pinsky**, **Tom Pimental** and others in IDGE's Online Operations Group to explore how best to present our content on the growing array of smart phones and e-readers. There are a lot of exciting developments to come here, and we need to be ready to give readers the best mobile experience. Thanks to help from **Sarah Welcome** of the Technology Services Group, we've already improved the reading experiences for our e-newsletters on mobile devices, to encourage more click throughs to content from readers on the go.

In addition to the original five task forces, we've lately added another — made up of the editors-in-chief — focused on creating content that leads to name capture. The group has set an aggressive goal of creating one new gated-content asset per site per quarter to help build up our databases. Currently, we're developing a wonderful report called "The Path to the CIO Office" that contains content developed previously for our sites or publications, as well as material provided by **Rick Pastore** and our colleagues at the CIO Executive Council. Readers will have to provide registration information in order to access the report, which will be offered on all our sites. Look for more great packages in the future.

It's been a productive year for the IDGE editorial group, and we're looking forward to building on the collaboration and practices we've already put in place. WU

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Magdalena Koch *IDG Germany*

20

Hans Koeniges *IDG Germany*
Susanne Kirmaier *IDG Germany*
Andrea Piontek *IDG Germany*

19

Christoph Burkhart *IDG Germany*
Claudia Dudkin *IDG Germany*

17

Andrea Weinholz *IDG Germany*

15

Christian Meyer *IDG Germany*
Madeleine Bonk *IDG Germany*
Sebastian Hirsch *IDG Germany*
Martin Chau *IDC Hong Kong*

4

Petra Beck *IDG Germany*
Victor Falkteg *IDG Sweden*
Adam Jadczak *IDG Poland*

13

Elisa Della Rocco *Network World*
Parit Shah *IDG U.K.*
Andreas Koschinsky *IDG Germany*
Kurt Strebel *IDG Switzerland*

12

Ronald Wiltscheck *IDG Germany*
Peter Mueller *IDG Germany*
Gunnar Lott *IDG Germany*
Magnus Müller *IDG Sweden*

11

Claudia Heinelt *IDG Germany*
Jonas Lindholm *IDG Sweden*
Beata Kolecka *IDG Poland*

10

Galen Gruman *IDG Enterprise*
Lia Pitarresi *Nuov@Periodici Italia*
Petra Schmitz *IDG Germany*
Helle Kierkegaard *IDG Sweden*
Robert Mahowald *IDC*
Frank Wang *IDG China*

9

Peter Hoellriegel *IDG Germany*
Canio Martino *IDG Germany*
Lars Danielsson *IDG Sweden*
Robert Brännström *IDG Sweden*
Sonia Singh *IT World Canada*

7

Arnold Diepenheim *IDG Netherlands*
Tim van Amerongen *IDG Netherlands*
Nora Valencia *IDC Argentina*

6

Francisco Nogal *IDC Mexico*
Rodney Gedda *IDG Australia*

5

Daniel Bader *IDG Switzerland*
Wouter Diemer *IDG Netherlands*
Sebastien Stein *IDC U.K.*
Ademar de Abreu *Now!Digital Business*
Dan Nystedt *IDG News Service*

4

Rob Notarfonzo *IDC Canada*
William Stein *IDG World Expo*
Ching Lee *IDG Technical Services Group*
Yasmina Benjelloun *IDC France*
Johan Hallsenius *IDG Sweden*
Stefan Tanamal *IDG Netherlands*
Nestor Arellano *IT World Canada*
Thomas Rubel *IDC*
Jace Tang *IDC Singapore*

3

Emily Taylor *IDC Canada*
Kathy Georgiyevskaya *IDG Enterprise*
Kathleen Dury *IDG Enterprise*
Michael Obermeier *IDG Germany*
Marieke Bouman *IDG Netherlands*
Dick de Groot *IDG Netherlands*
Arnold le Fèbre *IDG Netherlands*
Waldemar Schuster *IDC Brazil*
Justin Jaffe *IDC*

2

Mina Tanaka *IDG Japan*
Lap Yee *IDG Enterprise*
Patrick Woods *IDG Germany*
Yoko Ono *IDC Japan*
Edith Tricheux *IDC France*
Magnus Mu Ray *IDG Sweden*
Anna Elwartowska *IDG Poland*
Agnieszka Klawinska-Rusiecka *IDG Poland*
Krzysztof Pietzak *IDG Poland*
Artur Malek *IDG Poland*
Agnieska Fila *IDG Poland*
Young-Wook Kim *IDC Korea*
Alma Conception *IDC Philippines*
Mia Cosme *IDC Philippines*
Sasithorn Sae-iao *IDC Thailand*

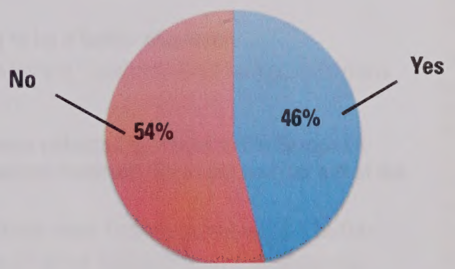
1

Joji Tatsugi *IDG Japan*
Michal Lesicki *IDG Poland*
Monika Szabat *IDG Poland*
Richard Li *IDC China*
Nancy Seto *IDC Hong Kong*
Judy Wu *IDC Hong Kong*
Audrey Heng *IDC Singapore*
Charles Chiu *IDC Taiwan*
Divya Gowda *IDC India*
Belinda Yap *IDC Malaysia*
Sally Chen Tian *IDG China*
Michael Chiang *IDG China*
Marco He *IDG China*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Question of the Week results for the week of March 22

Do you think Google will close its search business in China?



Log on to www.idgcentral.com to vote on this week's question:
Will you play a trick on someone on April 1?

Writing Workshop: Style Rules!

*IDG News Service Managing Director **Nancy Weil** writes a periodic style column, Style Rules!, in the Writing Workshop section of IDG Central. Here's an excerpt from a recent post.*

"Support" is one of the most over-used and misused words in our stories. The overwhelming majority of the time it is a meaningless crutch word. Some examples of usages of support, followed by rewrites:

The modem supports 3G and will be available in June.
The 3G modem will be available in June.

The phone supports 3G in the 2.1GHz band.
The 3G phone operates at 2.1GHz.

The PC supports Windows 7. (Er, no, Microsoft supports Windows 7.)
The PC is Windows 7-compatible, or can run Windows 7.

profile

unsung hero

*IDG Sweden CEO and Publisher **Lars Dahmen** named Online Manager **Robert Brännström** his company's unsung hero, saying, "Robert really shows how we should work online in the years to come, combining editorial quality with a very clear business perspective. IDG Sweden has a large number of independent Web sites, and Robert helps the sites grow and prosper, while running our portal site, IDG.se, in a most impressive way."*

Name
Robert Brännström

Home
Stockholm, Sweden

Tenure
I joined IDG in 2001.

Career path at IDG
I first joined IDG as an editor for The Industry Standard in 2001. The magazine was discontinued a couple of months after I started, but I managed to stick around and was part of the team that launched CIO in Sweden later that year. In 2004 I started as editor at IDG.se, the portal site for IDG in Sweden, and became its editor-in-chief in 2005. Last year I was named online manager.

Primary job responsibilities
I basically have two responsibilities: one is to, as the editor-in-chief, manage IDG.se and make sure it's more successful than ever. The second is as head of online at a strategic level, improving our sites and our content and what we offer our audience.

Three things I do in a day's work
The boring answer would be: 1. Meetings 2. Delegate 3. Follow up. Instead I'd like to recommend three Web sites that are useful to me at work every day:

- Todoist.com. It helps me keep track of my to-do list and all the projects I'm involved in.
- Mindmeister.com. The devil is in the details, and this tool helps you to structure and remember brainstorming sessions so you don't forget those brilliant details that often come from them.
- And, of course, Google Analytics is the one tool I probably spend the most time with.

What I love most about my job
We have such a great team here in IDG Sweden with so many talented, smart, hard-working people; they are the one factor that makes me love my job the most. Plus, the fact that we're constantly starting new projects and developing and improving our services makes IDG an intensely stimulating environment. I haven't been bored one day since I started almost 10 years ago.

*IDG Sweden Online Manager **Robert Brännström** (left) with IDG Chairman **Pat McGovern** at the recent European Media Management meeting in Milan, Italy*

Latest accomplishment
Closing Q1 with great sales and great traffic was a joy. Another was the release of a successful new Web site, Bizguide. The Web site is a directory of enterprise IT vendors that are charged a monthly fee to be listed. We now have 20-plus companies paying $300/month.

What I'm doing to be a better employee
Keeping a "let's-try-it" attitude and being as curious as I possibly can.

You recently were selected to attend IDG's European Media Management Institute. What did you get out of the experience?
After a great three days I came home with a better understanding of all of IDG's different operations, plus, perhaps even more important, a really useful network of colleagues all across Europe.

Interests outside the office
Having a baby a couple of years ago sparked an interest in photography, and I now try to take as many pictures as I can. I also read quite a lot of books and enjoy traveling, a good movie, skiing and cooking.

What others can't tell just by looking at me?
The fact that I was a pretty good downhill skier in my youth is probably not too obvious.

Nominate your office's unsung hero

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Why not nominate that individual for some well-deserved recognition as a profilee in our Unsung Hero feature? Send your suggestions to world _update@idg.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

John Amato *Computerworld*
Bob Bragdon *CSO*
Robert Brännström *IDGSweden*
John Gallant *IDG Enterprise*
Michael Hermann *IDG Switzerland*
Pat Kenealy *IDG Ventures*
Phil Sanderson *IDG Ventures*
Stephan Scherzer *PC World/Macworld*
Susan Searle *IDG Australia*
Howard Sholkin *IDG SMS*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG WorldUpdate

5 APRIL 2010
VOLUME 40, NUMBER 12

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Sixty-five products make their debut at 20th DEMO

DEMO General Manager and SVP ***Neal Silverman*** *(right) with Derrick Mains of demonstrating firm GreenNurture. Mains was the winner of the inaugural DEMOIdol karaoke contest held on the second evening of DEMO. "A great event and very well-attended," Silverman said.*

Now in its 20th year, DEMO celebrated its platinum anniversary as a twice-yearly launch platform for emerging technologies by presenting 65 new products and promising prototypes last month in Palm Desert, Calif.

Owned and organized by IDG Enterprise's Events group, DEMO's executive producer is **Matt Marshall**, founder and CEO of VentureBeat.com, a news site for entrepreneurs and venture capitalists, who joined the DEMO team last year. Looking for companies that are "either defining new markets or disrupting existing ones," Marshall sifted through more than 200 product applications to come up with the 51 Demonstrator companies — representatives of which are given six minutes on stage to show and describe their new products (with no PowerPoint demonstrations) — and 14 AlphaPitch companies — which do not show a product, but present a prototype or business idea in 90 seconds from the side of the stage. Demonstrators came largely from the U.S., as well as Israel, China, Germany and Japan.

"Overall, we saw smaller companies than we've his-

continued on page 6

New on IDG Central

CIO
CIO: Roadmap to Success

Michael Friedenberg*, president & CEO, IDG Enterprise discusses five steps to reaffirm, re-ignite and re-establish the CIO brand.*

Inside this issue

Computerwoche signs IBM to largest webcast deal to date *page 2*

One on one: IDG International Publishing Services CEO David Hill *page 3*

Celebrating 10: IDG Enterprise's Pat Josefek *page 8*

IDG Connect enhances local lead-gen programs

When IDG licensee Talentum in Finland wanted to start building its own lead-generation business, and IDG Australia wanted to generate more revenue and complete several local lead-gen programs, they both turned to the same partner for assistance: IDG Connect. Each business unit worked with IDG's lead generation database and content optimization company by choosing one of the three business models that IDG affiliates worldwide can now use to help deliver more leads to their clients.

Connect

The Finland program is the first example of the "Connect-in-a-Box" model, which went live in February. Since late last year, the two companies have been talking about how to strengthen Talentum's lead generation solution through the transfer of all its data — contact and demographic information for individuals who have accessed or expressed interest in Talentum's products and events — into one secure independent environment. According to **Antti Oksanen**, Director, Online, "Talentum's proprietary systems didn't support this kind of business that well, so we have high hopes for Connect as an outsourced lead gen platform." The partners spent several months making Talentum's customer data structures compatible with Connect, which involved translation and integration work.

Talentum used the database, e-mail delivery and registration solutions of Connect, which includes full back-office reporting and analysis, and the in-house knowledge of IDG Connect's U.S. and European staff

continued on page 5

IDG Entertainment event manager visits World Expo to strengthen ties

From left: ***Stefanie Kusseler***, *IDG Entertainment; and IDG World Expo staff* ***Kristin Dacey***, *marketing coordinator;* ***Tanya Anzuoni***, *E3 Expo registration qualifier;* ***Kimberly Muri***, *executive assistant;* ***Ron Moreau***, *sales director, Macworld/E3;* ***Giovanni Stein***, *sales manager, E3;* ***Bryan Rusciano***, *senior operations manager; and* ***Maureen McNeil***, *registration manager.*

IDG WORLD UPDATE

Munich-based IDG Entertainment Event Manager **Stefanie Kusseler** recently spent two weeks visiting with the IDG World Expo team in Framingham, Mass., learning more about how that company operates in general and how the E3 team works in particular.

"E3 is a very important show for us at IDG Entertainment and always has been," explained Publishing Chief **Andre Horn**. "When the show relaunched last year with IDG in the driver's seat, I really wanted to make the most out of the competitive advantage of our own company producing the biggest event in the industry. My experience shows the best way to get collaboration going is a personal relationship between people who are supposed to collaborate," Horn said.

And so he arranged with IDG World Expo President & CEO **Mary Dolaher** to have Kusseler spend a couple of weeks working with and learning from the U.S.-based team.

Dolaher said she was happy to comply with Horn's request. "I believed Stefanie's visit would expand her knowledge base regarding U.S. trade shows as well as expand my team's knowledge of the international events in which IDG and IDG Germany participate."

Kusseler said the best part of her trip (her first to the U.S.) was the reception she received from the WEC staff "and how they took care of me during my stay. Everything was perfectly organized."

While Kusseler said the major benefit of her visit was building relationships with everyone on the E3 team — "now it will be possible to work together more closely than has happened in the past" — another concrete benefit was establishing a media partnership between E3 Expo and IDG Entertainment. As a result, IDG World Expo staff will work with Gamestar to bring the publication's customers to the event while also promoting E3 to them via advertising in print and online.

"Stefanie was a great asset to the team here, providing advice and guidance on reaching E3's international constituencies, and she will be working closely with us in the months leading up to E3," Dolaher added. "I think her visit helped expand my team's knowledge of the breadth of IDG and, hopefully, we'll be able to have one of our team members spend some time on site with IDG Entertainment." WU

Computerwoche signs IBM to largest webcast deal to date

Computerwoche editors ***Uwe Küll*** *(left) and* ***Martin Seiler*** *(center) and Sales Director* ***Achim Schäfers***.

Following its successful year-long webcast program for the IBM Software Group in Germany, Computerwoche recently announced it has won another 12 webcasts for FY 2010. The 2009 program was the largest that Computerwoche had produced in the almost four years it has been creating webcasts on behalf of its clients and was valued at 215,000 euros (US$290,000).

With this year's addition of a series of print advertorials, the 2010 IBM program becomes the most lucrative to date valued at 240,000 euros ($323,600).

The webcast program was designed to cover all the IBM software messaging around topics such as IT service management, collaboration and e-mail archiving and is co-branded with Computerwoche.

The 2009 program boasted impressive results:

- 12 live video webcasts
- 2,250 leads generated
- 215,000 euros in net revenues

Key to the success of the ongoing program are "a high level of expertise by the webcast editors and always keeping an eye on customer feedback during the course of the program," said **Achim Schäfers**, sales director at IDG Business Media.

Each of the 45- to 60-minute webcasts was guaranteed to produce an average of 150 leads. "There were some very targeted topics that did not hit that number while other more popular topics generated in excess of 300 leads," Schäfers said. Each webcast was hosted for on-demand viewing for 12 months. "In most cases we did one webcast per month," Schafers said, "but in some months there were two while we did not produce any in months like January and August."

> *Key to the success of the program [is] always keeping an eye on customer feedback during the course of the program."*
>
> *— Achim Schäfers*

Editors **Martin Seiler** and **Uwe Küll** worked with IBM to develop the content for each webcast.

Webcasts have been a successful component of Computerwoche's client offerings for almost four years. Its first customer webcast was launched in May 2006. In November 2006, IDG Germany built its own in-house production studio and in February 2010 the company produced its 100th webcast.

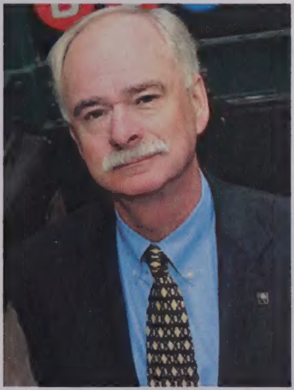
For more information, contact Achim Schäfers at aschaefers@computerwoche.de. The webcasts may be viewed by registering at http://cw.idgevents.de/webcasts/. WU

the interview

one on one

David Hill

The president & CEO of IDG International Publishing Services is this week's columnist. Reach him at david_hill@idg.com.



" In the Web space there is an inordinate amount of pressure to focus on what is popular more than what is important. It is critical to listen to the needs of our readers, but we cannot lose sight of journalistic responsibility."

Q What is IDG International Publishing Services?

A International Publishing Services (IPS) is a collection of services whose function is to make the rest of IDG more successful. The IDG News Service creates, distributes and re-distributes content of all types — words, photos, audio, video — to IDG publications, Web sites and partners worldwide. IDG World Update/IDG Central is IDG's employee communications department. Its mission is to share company news, best practices, business successes and employee stories, and to foster a sense of community. IDG Licensing Services handles worldwide licensing of IDG's media brands and provides support services to our media partners. Corporate Communications promotes the interests and image of IDG as the global leader in the tech media category. The Global Product Support Center (GPSC), working closely with IDG Central and Update, focuses on knowledge sharing across the IDG family and organizes the global Product Line Meeting coming up this October. The IPS tech department not only supports all parts of IPS but also handles a diverse array of other tech projects from the IDG corporate Web sites to syndication feeds. This is a collection of support services and people that just happen to work really well together.

Q Can you give us an idea of what you do in an average day?

A Between IPS and my work on IDG's Management Team, there is no such thing as an average day. That's what makes the job interesting. One day I am working with the IPS team in Boston on employee communication issues. Another day I am talking with IDG journalists in Sydney. Another day I am attending ORB meetings. Another day I am working with our publishing partner in Milan. The biggest part of my job is making sure everyone I work with has the tools, knowledge, resources and confidence to do a great job, whatever that job may be.

Q Are there any international markets in which IDG does not currently have a presence where we are actively looking for partners or where you anticipate we will be in the coming year or two?

A With IDG active in about 90 countries, there are no primary or even secondary markets where IDG is not present. But the Web has so changed the economics of media that there is almost no limit to where our brands can now travel. A few years ago as an experiment we launched Computerworld Web sites in a handful of small African countries. All the sites were operated from Boston. We hoped that together they might attract enough advertising to keep them going and promote the growth of IT in those markets. Instead what happened was that local entrepreneurs began popping up and asking if they could take over the site as a licensee. We gladly licensed these operations to local partners with local contacts and local market knowledge. And so the list of countries keeps growing.

Q You've been affiliated with the International Federation of the Periodical Press (FIPP) for many years. What's your current level of involvement, and what are the benefits?

A I have sat on the board of FIPP for some years and am currently the vice chairman. FIPP produces a variety of publications, Web sites and events designed to educate media employees at all levels and promote our industry. I particularly enjoy the opportunity to attend board meetings with 35 or 40 colleagues from major media companies in every corner of the globe. Given IDG's global reach, it is tremendously useful to get everyone's perspective on what is happening in the media business around the world. Spending time with the best and brightest in the media world for me is always time well spent.

Q You began your career as a journalist and have worked for IDG for more than two decades. How do you think the role of journalism or the jobs of journalists have changed in that time?

A Journalists' jobs have gotten a lot tougher than when I went into the field. I just had to know how to write and report. And I wrote on a typewriter. (Look it up on Wikipedia if you don't know what a typewriter is.) Now a well-rounded journalist has to master not only writing but audio and video, Web analytics and all the tools of the Internet. In the Web space there is an inordinate amount of pressure to focus on what is popular more than what is important. It is critical to listen to the needs of our readers, but we cannot lose sight of journalistic responsibility.

Q As one of IDG's most well-traveled employees, what are your top tips for avoiding jet lag and be functional on the road?

A If you run around the world a lot you can't avoid jetlag. You just learn to live with it. Some people are affected more than others. I guess I fall somewhere in the middle. For me, some of the things that help are staying busy (so you don't get sleepy), resisting the temptation to nap (you won't sleep that night), trying not to eat too heavily (makes you sleepy), exercising regularly (improves stamina) and always thinking about the time where you are rather than the time at home (helps keep you oriented).

Milan partner informs market about new projects

IDG's publishing partner in Italy, Nuov@Peridici Italia, hosted a press conference earlier this year to celebrate several company milestones and outline enhancements to a variety of products.

IDG Chairman **Pat McGovern**, who was in Milan on Feb. 2 for the IDG European Managers Meeting, participated in the press event with 200 press agencies, partners and companies in attendance. He talked about IDG's 27-year presence in Italy, originally through a subsidiary operation in February 1983, which transitioned to a license agreement with Nuov@Periodici Italia in March 2006. The company is led by CEO **Mario Toffoletti**, who joined PC World Italia in 1989 as a sales director and served as managing director of IDG Italy prior to the transition.

*IDG Chairman **Pat McGovern** (second from right) joins Nuov@Periodici Italia staff at the Feb. 2 press conference. (From left): Web Manager **Gianluca Fabrizio**, Editorial Director **Alfredo DiStefano** and CEO/Managing Director **Mario Toffoletti**.*

Other notable milestones mentioned were the 200th issue of Macworld in January — featuring a new design — and PC World Italia's 20th anniversary in February. On the Mac side, the company launched iPhone World last December and will have the second edition on the newsstands in April. In January it also created its first app, the Macworld Italia app for the iPhone. For 2.99 euros (US$4), customers could get the 200th issue of Macworld and a partial but substantial version of iPhoneWorld; subsequent issues of Macworld Italia can be bought for 0.79 ($1.05) euro each.

A new Digital Life section of Macworld.it includes interviews and feature articles with notable creative designers as well as profiles of typical Macworld readers and visitors describing how they use the Mac platform in their jobs. Macworld.it recently introduced the MusicGuide section in which users can rate songs and write reviews as well as buy songs; the area is directly linked to iTunes and has an affiliate partnership with TradeDoubler. The European digital marketing company pays a fee to Nuov@ Periodici for each click coming from Macworld.it and a percentage for each purchase on the iTunes store made by Macworld Italia users.

PC World Italia consolidated its newsstand choices in the new year. Previously available either with a CD cover mount (4.99 euros, $6.65) or a DVD (6.99 euros, $9.32), the magazine has had only a DVD cover mount (5.50 euros, $7.40) since March. The DVDs include substantial products, such as the complete edition of G Data Internet Security or the complete edition of Zoner Photo Studio 12 Xpress along with a six-month trial of a more robust version.

PCWorld.it recently introduced the Tag Zone, which lets advertisers target specific groups of users based on their interests. All articles and sections about a given topic, such as "netbook and tablet," will display relevant advertising banners or text link displays. PCWorld.it also changed the name of Partner Zone to Resource Center as a way to put a more positive spin on the variety of the section's useful contents while de-emphasizing commercial ties, said Nuov@Periodici Italia Editorial Director **Alfredo DiStefano**.

For Gamestar.it, the company now offers advertising page personalization, which enables clients to have a custom design, mainly for the background and the top area of a page, for the home page or a section of the site, such as a forum or an area for a specific game platform. The cost of the page personalization is based on impressions and is offered at roughly 30 euros ($40) CPM.

On the enterprise side, Computerworld Italia became a monthly in January, with a new design and editorial structure. The team also introduced two digital editions late last year and will continue to offer a digital version of the new monthly publication. The digital edition is an extended version of the print edition with multimedia contents such as video, audio and web links. Computerworld Italia Online (www.cwi.it), set to be relaunched in late April, will include several new features, such as a Who's Who, an area for business managers (CEOs and COOs) from IT vendors to upload a photo, their title and company and a 1,000-character resume. People TV will feature video interviews, no more than five minutes long, with prominent CEOs, CIOs and business managers in the IT community.

Write to alfredo_distefano@nuovaperiodici.it. WU

IDG Connect

continued from page 1

— all of which comprise the various components of Connect-in-a-Box — to launch several promotional campaigns. All have seen a marked improvement in performance over pre-IDG Connect efforts.

Oksanen

"After implementing Connect we have delivered all IDG Global Solutions campaigns ahead of schedule. In addition, each campaign has overdelivered leads which, of course, opens a window for more sales," Oksanen said. "It is still in the early stages, but the first e-mail promotions have been very promising. Next we want to ramp up our local lead gen sales operations and expand beyond IT customers. Lead generation is a new focus for us, and we want to position Talentum as the No. 1 provider in Finland."

"IDG Australia has been a great example of a business unit that is looking at the bigger picture and how they can generate additional revenue from within the Connect database."

-- John O'Malley, CEO, IDG Connect

"This is the first step in expanding the service offering of Connect to our global partners," said IDG Connect CEO **John O'Malley**, "and I am particularly happy to see IDG's oldest license partner be the first to launch Connect-in-a-Box. We will be working with Talentum over the coming weeks in supporting their operations team on copywriting, sales, data segmentation and testing; this is a long-term partnership. [These full-service options for Connect-in-a-Box represent an additional business model that partners can choose.] We have already had commitments from IDG India and IDG Japan and have undertaken provisional steps with our publishing partner in Brazil [Now!Digital Business] to adopt the Connect-in-a Box solution. This is a true example of sharing intelligence and best practices on a global level."

The data used with Connect-in-a-Box is protected through the European Union Data Privacy Policy, with the local country having complete control and sole access to the data, while also retaining all revenue generated from the names.

"Thanks must go to [IDG Associate General Counsel] **Leigh Mills** and [IDG VP/Business Operations and General Counsel] **Kevin Krull** for their continued support in updating Talentum's privacy policy so that it is fully compliant," O'Malley added. Their responsibilities include reviewing the policy, making suggestions to keep it in line with the EU Data Privacy Policy and liaising with local legal counsel to ensure that it also covers local privacy laws. Krull and Mills have also worked with IDG offices in the U.K., Spain, Denmark, India, Japan and Australia on similar policy reviews.

Transactional model

IDG Connect has in excess of 400,000 non-U.S. names within its database. In IDG Connect's transactional model, a business unit can buy leads to fulfill a lead-gen program or trade leads it owns to help fulfil another Connect member's campaign. For example, if a client wants a program to generate 3,000 leads, and the local business knows it can generate 1,000 from its own database, it can purchase additional leads from IDG Connect to satisfy the client's program and earn a 25% commission for each lead they purchase.

Simon

IDG Australia Enterprise Group Publisher **Barbara Simon** has used the 12,000 Australian names contained within the Connect International database to secure additional revenue for locally based campaigns. By contracting with Connect, she was able to use those names to deliver additional leads for eight client programs, some of which had very specific parameters and tight turnaround times. "The ability to tap into Connect's database alongside our own has enabled us to meet these deadlines and deliver strong results for our clients," she explained.

Simon said one of the challenges of lead generation is reaching content fatigue with assets, i.e., when the content is continually sent out to the same audience, and user engagement levels drop. "Having access to another database to market this content to means that we can use content for a longer period and continue delivering leads to our clients. Moreover, since our aim is for clients to see IDG Australia as their primary lead generation delivery vehicle, having access to Connect's database means they need not look outside our offering to keep their sales pipelines full."

"IDG Australia has been a great example of a business unit that is looking at the bigger picture and how they can generate additional revenue from within the Connect database," O'Malley said. "Sales people have the opportunity to trade and generate additional revenue for each lead purchased. This is exactly how local sales operations should be looking to increase revenue at local level."

*Any IDG business unit interested in learning about any of the IDG Connect licensed solutions — transactional, Connect-in-a-Box or the full service Connect-in-a-Box — or other programs such as Content Optimization, may contact **Matthew Smith**, VP, IDG Connect International, at matthew_smith@idg.com.*

DEMO

continued from page 1

torically seen apply and launch at DEMO," said **Neal Silverman**, DEMO general manager and senior vice president. "This is a clear reflection of the continued challenges for start-ups to receive funding in this economic climate. At the same time, it's reflective of the ability of companies to create game-changing products with fewer resources than needed in the past."

Products that made their debut at previous DEMOs include Adobe Acrobat, Netscape Navigator, the Palm Pilot, TiVo and Salesforce.com. Demonstrators and AlphaPitch companies this year were divided into groups — including Mobile, Social and Media, Enterprise and Consumer — that represented "the hot segments in IT and in the portfolios of venture capitalists looking to invest in companies that fall into those segments," said **Debra Becker**, IDG Enterprise marketing director.

DEMO
The Launchpad for Emerging Technology

This year's introductions ranged from ABJK NewCo, Inc.'s Zosh document execution application, which allows users to sign and send documents from a mobile device without being tied to a fax machine, to Zerista, Inc.'s platform that lets users create a custom mobile community for every group the user is part of.

For the second time, DEMO organizers offered panels of well-known venture capitalists and entrepreneurs who were invited on stage after each group of demonstrators had finished their presentations to talk about the investment opportunities and challenges within the demonstrators' market segment.

At the end of the two days of presentations, DEMO producers announced the six DEMOgod awards for best presentations. Among them were Everloop, a social networking platform designed specifically for tweens (children ages 8 to 13), the fastest-growing online demographic; and Phone Halo, a small keyfob that protects a smartphone from theft or loss by "talking" to the smartphone's technology and alerting the user when the fob and the phone are separated by more than the user-defined distance.

eXaudios' MagInify Call Center, which helps call center users interpret people's emotions by analyzing their voices in real time, thereby improving sales and service performance, won the People's Choice Award. By winning that award, eXaudios also took home the second annual IDG Million Dollar Media Prize. eXaudios will receive remnant ad space worth US$1 million across the most relevant IDG sites, including CIO/CSO, Computerworld, InfoWorld, Network World, PCWorld/Macworld and The Industry Standard as well as the DEMO and VentureBeat sites, to run a six-month advertising campaign that will drive traffic to their DEMO profile and launch video on the DEMO site.

"This prize is a way to differentiate ourselves from the multitude of launch platforms for start-ups," Becker said. "We came up with the prize to capitalize on the fact that DEMO is produced by a worldwide media company and that we could offer tremendous value through increased media exposure to IT buyers through its online assets across all of IDG's primary brands." Becker said the program went "very well" for the two previous winners, Liase, Inc. and Emo Lab, Inc. "With our change to a vertical segmentation this year, we decided to simplify and offer the prize to one winner."

For a complete list of products presented at DEMO 2010 go to http://www.demo.com/.

DEMO is not just new-product presentations. There were also seven panel discussions, five on funding challenges and opportunities, with senior-level contributors from such companies as Google, Salesforce, NextLabs, Facebook and Qualcomm Ventures.

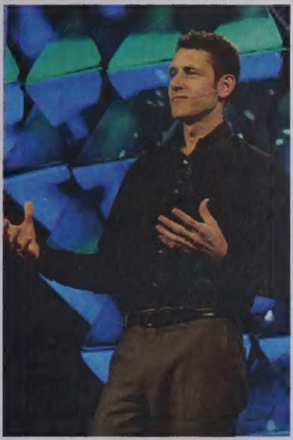
DEMO 2010 drew 500 attendees, largely made up of venture capitalists, investors, entrepreneurs and corporate development officers. There were also 60 members of the press at the event, including The Wall Street Journal, C|Net and USA Today.

This year DEMO inaugurated the DEMO VIP Program that encouraged attendees to register, at a reduced cost, for both DEMO Spring and DEMO Fall at one time. DEMO was not broadcast live over the Web as it has been in past years. "We stressed this in our marketing materials and press releases," Becker said, "as a way to encourage attendance."

Among DEMO2010's 19 sponsors were BitGravity, Qualcomm, NEC, Symantec and IDG Ventures.

Feedback from demonstrators and attendees was glowing. "I've been to DEMO many times and with three different companies from very big to very small," said Jim Gable Kylo, product manager with Hillcrest Labs. "In all cases it was a huge boost for the product and company. It's fantastic how the show has remained relevant and productive for so long," One attendee said, "I can count on DEMO to show me at least three or four emerging companies with game-changing paradigms."

DEMO Fall 2010 will be held Sept. 13-15 in Santa Clara, Calif. For more information contact Debra Becker at dbecker@idgenterprise, Neal Silverman at nsilverman@nww.com or follow @DEMOTweets. WU



DEMO Executive Producer ***Matt Marshall,*** *founder and CEO of VentureBeat.com, a news site for entrepreneurs and venture capitalists, joined the DEMO team last year.*

Behind the scenes

With two DEMOs a year, planning for the next event starts as soon as one DEMO ends, according to **Debra Becker**, marketing director, IDG Enterprise Events. "Demonstrator and AlphaPitch recruitment efforts begin immediately," she said, while the IDG Enterprise Events team provides marketing, operations and content support for DEMO. The key players back stage are the following:

- **Neal Silverman**, general manager and senior vice president, DEMO
- **Ellen Daly**, executive vice president, IDG Enterprise Events
- **Deb Begreen**, director, Event operations, IDGE Events
- **Mike Garity**, VP, marketing and business development, IDGE Events
- **Derek Hulitzky**, VP, content development, IDGE Events

noteworthy people

Promotions

IDG Manager of Financial Reporting and Budgeting **Steve Pelosi** has been promoted to director of finance of **IDG**. "Steve has done a superb job in handling the annual budget process for IDG, compiling the monthly results and the forecasts, financial analysis and modeling and keeping IDG 's bank group informed on IDG's financial and operating results," said **Ted Bloom**, IDG CFO and treasurer. Pelosi came to IDG from Cahners Publishing in 1991 and holds a B.S. in business administration from Boston's Suffolk University and an M.B.A. from Babson College in Wellesley, Mass. *steve_pelosi@idg.com*

New employees

Sumanga

Pamela Sumanga is **IDC Philippines**' new associate market analyst, Peripherals, responsible for analysis and research on the Philippine hardcopy peripherals market. Before joining IDC, she was a research analyst with RiskMetrics Group, providing analysis and vote recommendations on all resolutions subject to approval by shareholders of listed companies in Hong Kong and Singapore. She holds a degree in communication research from the University of the Philippines and enjoys reading, long walks and fine dining. *psumanga@idc.com*

Choon

Previously a sales planning analyst with LEO Pharma, **Liew Siew Choon** joins **IDC Malaysia**'s Kuala Lumpur office as a market analyst, Software. She earned a degree in computational and industrial mathematics from the University of Malaysia and enjoys reading, traveling and practicing yoga. *scliew@idc.com*

Phan

New at **IDC Vietnam** is Market Analyst, Computing Systems, **Yen Phan**. She will be responsible for data collection and market information on Vietnam's PC and monitor markets. Before joining IDC she was a project manager assistant at GfK Retail and Technology Vietnam Ltd. A graduate of the Ho Chi Minh City's University of Economics, she holds a degree in business administration, as well as a degree in German linguistics and literature from the University of Social Sciences, Ho Chi Minh City. In her free time she enjoys traveling, surfing the 'Net, reading and cooking. *yphan@idc.com*

IDG Enterprise's Online Publishing Group has hired **Michael Alberghene** as a Web producer. He was previously a front-end Web developer with Putnam Investments. A graduate of the University of Massachusetts/Dartmouth, he holds a B.A. in graphic design. Away from his desk he enjoys current events and film history. *malberghene@idgenterprise.com*

Returning employees

Jacqueline Hendriks returns to **IDC EMEA** as consulting manager, European Imaging Hardware Devices and Document Solutions. She will be responsible for developing areas of research and consulting for print and imagining vendors and buyers of print and imagine services, focusing on the supply chain for print including hardware, consumables, management and services. She holds a B.A. with honors in European Business Studies from Humberside University in Hull, U.K., as well as a Chartered Institute of Marketing diploma from Germany's Fachhochschule Muenster. "In between jobs I've managed to just about learn how to write Arabic and increased my Arabic vocabulary," she said. "I love working in a multicultural environment, living in multicultural London and exploring the world." *jhendriks@idc.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Peter Gruber *IDG Germany*

18

Ruth Sager *IDC*

17

Doreen Francy *IDC*

15

Brian Kornegay *IDC Singapore*
Henry Morris *IDC*

13

Sumner Lemon *IDG News Service*

11

Helena Linton *IDG Sweden*

10

Markus Schwerdtel *IDG Germany*
Peter Nyström *IDG Sweden*
Vladimir Kroa *IDC*

9

Vicki Cui *IDC China*
Agam Shah *IDG News Service*
Volkert Deen *IDG Netherlands*
Dan Timberlake *IDC U.K.*
Magdalena Rajkowska *IDG Poland*
Annette Berg *IDC Denmark*

8

Loren Drennan *IDC Canada*
Deborah Paul *IDG World Expo*

7

Premi Gokani *IDC U.K.*
Angela Chen *ITWorld Canada*

6

Emily Tee *IDC Singapore*
Jie Wu *IDC*

5

Aloysius Choong *IDC Singapore*
Sarah Thompson *IDC Canada*
Iveta Hanclova *IDG Czech*

4

Scot Finnie *Computerworld*
Caroline Keough *IDG Enterprise*
Christine Monod *ITWorld Canada*
Rebecca Swensen *IDC*

3

Young-Wook Kim *IDC Korea*
Erika Karr *CXO Media*
Karsten Bundgaard *IDG Denmark*
Hideki Hanaoka *IDC Japan*
Ewa Kulik *IDG Poland*
Lygia de Luca *Now! Digital Business*
Tadaaki Nishida *IDG Interactive Japan*
Jeff Radecki *ITWorld Canada*

2

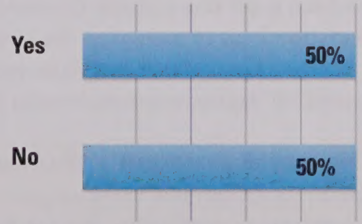
Chin Boon Lim *IDC Malaysia*
Jacky Xue *IDC China*
Nephi Zhang *IDC China*
Isabelle Delorme *IDG Sweden*
Dileepan Thangavel *ITWorld Canada*
Cara Ventura *IDG Australia*

1

Brice Wandebrouck *IDC France*
Liam Baker *IDG Netherlands*
Simara Alves *Now! Digital Business*

Question of the Week results for March 29

Will you play a trick on someone on April 1?



Log on to www.idgcentral.com to vote on this week's question:
How many contacts do you have on your cell phone?

celebrating 10!

Name
Pat Josefek

Home
Framingham, Mass.

Joined IDG
February, 1997 as an editorial assistant at Network World.

Career path
Editorial Assistant, Editorial Office Administrator, Editorial Office Manager for NWW.

Current title
Editorial Office Manager for NWW, CIO, CIO.com and CSO. My job involves attending to the office needs for several brands across IDG. This includes managing contracts, invoices, expense reports, travel/hotel requests, research, phones and their everyday daily needs.

Best part of your job
Being around so many talented, funny, enjoyable people.

Career highlight
Having dinner in Boston with the Chairman of the Board, Pat McGovern.

I joined IDG because
A friend, already working for IDG, encouraged me to send in my résumé. I did and I got the job with NWW.

What's kept you at IDG for 10 years?
Working with people I respect, and I enjoy my job.

Interests outside the office
Being with my family, having dinner with friends. I enjoy going to the theater, traveling and reading a good book.

Most rewarding thing you've ever done
Bring up my two children, Kristen and Andrew, and now having the pleasure of enjoying my three grandchildren (soon to be four).

First job
Babysitting.

What it taught you
To get another job…

Your idea of a perfect day alone
It would be a warm, sunny day sitting by the water with a great book and an ice-cold drink by my side.

***Pat Josefek**, editorial office manager for NWW, CIO, CIO.com and CSO, was the guest of IDG Chairman **Pat McGovern** at a dinner honoring her 10 years of service to the company.*

Favorite celebrity encounter
Sitting with Anwar Sadat's daughter, Camelia, at a Boston Celtic's game.

Favorite gadget
My camera.

Favorite vacation spot
Ireland. I've only been once but I'd love to return.

Manager's profile
"What else can you say about someone who shares the same birthday…she's fantastic, right?! Well, she is in every sense of the word. Pat's a true team player and is the go-to person within the editorial departments of Network World, CIO, CIO.com and CSO. Pat takes ownership and pride in her work and it shows. She's very responsive to requests and has a positive attitude. It's been such a pleasure to work with her since 1997. Congratulations Pat!"
— *Cheryl Crivello, editorial operations manager, IDG Enterprise*

Get passes for Museum of Science, New England Aquarium, Children's Museum

As a corporate member of the Boston Children's Museum, the New England Aquarium and the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. IDG employees from the Boston area or any employees who are visiting the Boston area may request passes by sending an e-mail to world_update@idg.com and providing their name and business unit address. You may request up to four passes per venue.

and finally…

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Debra Becker *IDG Enterprise*
Alfredo DiStefano *Nuovo@Periodici Italia*
Mary Dolaher *IDG World Expo*
David Hill *IDG IPS*
Andre Horn *IDG Germany*
Stefanie Kussler *IDG Germany*
John O'Malley *IDG Connect*
Karolin Pichler *IDG Germany*
Neal Silverman *IDG Enterprise*
Matthew Smith *IDG Connect*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2010, OpenSource World, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

12 APRIL 2010
VOLUME 40, NUMBER 13

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

One-shot publications test niche markets

Inside this issue

Restyled Dutch ChannelWorld attracts new business *page 2*

IDG Romania reaches out to legal, medical audiences with targeted events *page 2*

One on one: IDC SVP/Chief Analyst Frank Gens talks about cloud computing *page 3*

Unsung Hero: IDG World Expo Marketing Manager Cindy Hart *page 8*

IDG Sweden launches Technology & Science and Digital Home titles

Two of IDG Sweden's stable of16 brands recently tested the market for a pair of one-shot magazines, and the results have been so promising that at least one of them will be published regularly. PC för Alla last month released Teknik & Vetenskap (Technology & Science), and M3 (Digital World) had its Digitala Hemmet (Digital Home) on the newsstands in December. With print runs of 20,000 copies each, both used republished content from their parent publications and their Web sites, making them very cost-effective.

"In Sweden we have the unique benefit of having a culture of buying magazines at newsstands — and at quite high prices," said **Fredrik Agrén**, PC för Alla editor-in-chief. While the overall trend is that magazine circulations are dropping as the transition to online proceeds, Agrén said IDG Sweden continues to find areas of interest worth producing magazines for — PC security for consumers; gadgets; hands-on guides for the iPhone, digital cameras and home

continued on page 4

Germany's mymac targets Mac newbies, more issues planned

Launched as a one-time special issue of Macwelt to gauge the depth of enthusiasm for a publication catering to Mac beginners, IDG Germany's mymac met with such success in just its first month that it will now appear on a regular bi-monthly schedule.

NEU! mymac Das Magazin für Mac-Einsteiger
mymac
NEU!
Coole Gadgets
Mac im Netz ohne Kabel
Total mobil
Office gratis
iPad: Jetzt geht es los!
iTunes: Noch mehr Spaß!

"We have been watching the German Mac market very closely and seeing how our bimonthly iPhone-Welt publication continues to grow — the last issue sold more than 20,000 copies on the newsstand," explained **Canio Martino**, publishing director, IDG Magazine Media GmbH. "We decided that now was the right time to focus on a new generation of Mac users inspired by the iPad, the iPod and the iPhone."

continued on page 7

IDG Germany finds alternate revenue streams at CeBIT

Show publication, job fair and C-level club supplement waning ad revenues

CeBIT NEWS
ENGLISH
Die Welt im Netz
SIPPO

For the second year, Computerwoche staff produced the official CeBIT show publication. Advertising revenues for the three issues totaled more than $400,000.

Last month's CeBIT, in Hannover, Germany, the world's largest IT trade show, has always helped propel a spike in advertising revenue for IDG Germany. But the days when those revenues derived solely from an increase in print advertising in its various publications are long gone.

COMPUTERWOCHE
JOBS&KARRIERE
Zentrum für Karriere in der Informationstechnologie

"Today's opportunities for show-related business are quite different and require an innovative approach," said **Sebastian Wörle**, head of sales, IDG Business Media. Three efforts last month yielded impressive returns for the company.

For the second year, IDG Germany secured a contract from show organizer Deutsche Messe to produce the official show publication, CeBIT News. The 52-page magazine, published in German and English, was written by Computerwoche staff working from an office in the CeBIT press center and covered the latest technology media trends and show news. The staff produced three issues during the six-day show, two with a BtoB focus and one that targeted a BtoC audience.

Ad sales for CeBIT News were the responsibility of the IDG Germany team, and "we found new opportunities to speak with existing clients, as well as a remarkable number of new advertisers," said **Achim Schäfers**, sales director at Computerwoche. Net revenues for the three issues totaled close to 300,000 euros (US$403,000), Schäfers said.

continued on page 5

Restyled Dutch ChannelWorld attracts new business

ChannelWorld
HET KENNISPLATFORM VOOR BUSINESS PARTNERS
Rob Idink
Het nieuwe HP
ChannelWorld
ICT-kanaal laat veel geld liggen
Nominaties Channel Xcellence Awards bekend

ChannelWorld's new design gives the publication the look and feel of a magazine (left). Previously, the publication featured more of a newspaper look (right).

ChannelWorld Netherlands' recent redesign not only better reflects the monthly's position in the local marketplace, said Managing Editor **Rene Schoemaker,** but it has already led to new business as advertisers embrace the new look.

"The economic crisis changed the way channel partners think and do business," Schoemaker said. "As a trusted advisor, we had to change with them. To reflect the changes in our tone of voice and content we needed to redesign the magazine."

According to Schoemaker, the Dutch channel market has quickly evolved into "a professional, value-add business environment where there is more attention to 'need-to-know' issues instead of 'nice-to-know.' We help channel partners with in-depth information about directions the market is taking, sales opportunities and how to deal with market challenges."

The previous design, launched in 2007 when the magazine also changed its name from ComputerPartner to ChannelWorld, reflected "ChannelWorld's nature as a newspaper" with short articles on changes in vendors' partner programs and IT distributors' product offerings," Schoemaker said. The new design, which made its debut in February, helps to give ChannelWorld "a real magazine image," he said.

Customer reaction to the new design has been "overwhelmingly positive," said Managing Editor ***Rene Schoemaker.***

The reactions of customers, both current and prospective, to the new design was "overwhelmingly positive," Schoemaker said, with a new advertiser, Konica Minolta, signing on immediately. "Some potential advertisers even showed an interest in other advertising vehicles like our Web site," Schoemaker said. (www.channelworld.nl)

ChannelWorld has a controlled circulation of approximately 8,000 readers. Its main competitor is Channel Reseller News (CRN). "The redesign of ChannelWorld makes the magazine look more distinguished — we decided that there always will be a key channel player's photo on our cover — and more valuable than CRN," Schoemaker said.

ChannelWorld's redesign took about seven weeks from start to finish and was done largely by an external designer working in cooperation with Schoemaker.

Contact Rene Schoemaker at rschoemaker@idg.nl. WU

IDG Romania reaches out to legal, medical audiences with targeted events

IDG Romania is planning a new series of events that target the legal and medical communities and are designed to bring in revenue from both sponsors and attendees.

Earlier this year, the company signed an agreement with one of Romania's largest law firms that enables the two groups to work together on three main initiatives. One is an event series, produced by IDG Romania, in which IT companies will pay a fee to make presentations to lawyers regarding customized solutions and applications for the legal profession. Another is a paid-admission event series targeted to the IT community in which law firms will present updates on pending legislation and advice on topics such as anti-spam legislation, electronic signature, privacy and copyright concerns on the Internet, storage and personal data. The first event for an IT audience will be held in late April. A total of four law-related events — two of each kind — will be held this year: two in Bucharest and two in other large cities.

> "In order to lay the groundwork for these kinds of events, we have to evangelize this audience, which is not all that familiar with IT."
>
> — IDG Romania General Manager Mihaela Gorodcov

The third initiative is educating the legal community about IT applications and solutions by distributing Computerworld Romania to them, identifying recipients by using databases from the partner law firm and IDG Romania. "In order to lay the groundwork for these kinds of events, we have to evangelize this audience, which is not all that familiar with IT," said IDG Romania General Manager **Mihaela Gorodcov.** "By introducing them to Computerworld, we can have the credibility and impact we need to draw them to these events, and possibly increase our subscriber base as well." The week of an event, CW Romania will include some editorial content of interest to the niche audience.

IDG Romania publicized the concept for the event series with a IT-advertising-supported special insert about the intersection of law and IT in CW Romania during its Romanian Computer Show in November, the country's largest IT event. Gorodcov said it was well-received by the legal community, giving her the incentive to move ahead with plans for the niche events and future law-related supplements that will be distributed at those events.

The new events series will be publicized on IDG Romania's Web sites, and the team is considering broadcasting excerpts live and/or posting video highlights thereafter.

"The main reason we are planning these new kinds of events is to convey a more practical message to the IT market; it's not all about using endless Powerpoint presentations to promote new technologies," Gorodcov said. "The cost of participating in these new events is not that large, and we hope to attract smaller IT companies and help them grow by giving them an opportunity to showcase their products. We hope to have a win-win situation with them."

IDG Romania aims to organize similar events and inserts for doctors and dentists, one event for each audience, later in the year. The company already produces an annual eHealth event, but the new event will not be as large and will target small medical practices and small private clinics. Going forward, Gorodcov hopes the niche events will generate enough revenue so her team can create Web sites for these communities and expand online services to them.

Write to mihaelag@idg.ro. WU

one on one the interview

rank Gens
IDC's senior vice president and chief analyst produces IDC's annual Predictions for the IT and telecoms industry and leads IDC's companywide cloud research initiative. Reach him at fgens@idc.com.

> *"The cloud model is so different from, and disruptive to, raditional IT models, hat it's guaranteed to shake up the ranks of market leadership. The last time we saw this much potential for market leadership disruption was over 25 years ago with the arrival of the personal computer."*

Q A few months ago, you released IDC's 2010 Predictions for the IT and telecommunications industry. How are they panning out?

A It's still early, but we've had a pretty good year thus far. Our biggest 2010 prediction — for IT industry growth of over 3% — is holding up well. In the cloud space, IBM finally announced its cloud platform in March, as we predicted (although I have to admit we've been predicting it for over two years!). We nailed Apple's iPad introduction, accurately predicting the name, form factor, OS, etc. In spite of the mixed reviews, we expect it will establish yet another very successful form factor for Apple, especially when we see version 2 next year, with camera, more sizes (and lower price points), and maybe even Flash support. We predicted a big year for Android, but didn't predict Google's own NexusOne handset. Since NexusOne provides developers a very strong reference platform for Android apps, we've upped our prediction for Android apps to 75,000 to 100,000 by year-end 2010 (up from 50,000 to 75,000). We predicted more big doings in converged data center infrastructure, in the wake of the Cisco/EMC UCS partnership and HP's acquisition of 3Com, and that's still a very good bet for 2010. The big deal we predicted in this area, and are still anticipating, is an IBM acquisition of Juniper Networks. To check out our other predictions, and do your own grading, I invite fellow IDGers to check out http://idc.com/predictions2010.

Q In the past few years, IDC has gained a lot of visibility for its cloud computing research. What exactly is cloud computing?

A Cloud computing is a new model for online delivery of applications, application platforms, infrastructure and lots of other IT offerings. The cloud model goes well beyond prior online approaches — combining efficient use of multi-tenant (shared) resources, simplified packaging, self-service provisioning, elastic scaling, flexible pricing and broad leverage of Internet standard technologies — to make IT offerings dramatically easier, cheaper and better to consume. Some big examples of cloud computing include software-as-a-service (SaaS) offerings like Google Apps, infrastructure-as-a-service offerings like Amazon's Elastic Compute Cloud (EC2) and platform-as-a-service offerings like Microsoft's Azure.

Q Why is it such a hot topic?

A On the vendor side, cloud computing is hot topic No. 1 for two very important reasons: growth and disruption. The cloud model will propel IT market growth and expansion for the next 20 years by dramatically lowering traditional cost and complexity barriers for both new solution development and customer adoption. It will help the industry more rapidly develop and distribute a new generation of killer apps and more successfully penetrate small and medium businesses and homes, especially those in high-growth emerging markets. On the disruption front — and this is the fun part — the cloud model is so different from traditional IT models, that it's guaranteed to shake up the ranks of market leadership. The last time we saw this much potential for market leadership disruption was over 25 years ago with the arrival of the personal computer. Anyone who's noticed Google's recent big contract wins, or traditional vendors' major cloud pushes (like Microsoft's "We're All In" cloud campaign), is witnessing just the first skirmishes in an all-out battle for new market leadership.

Q What are customers thinking about cloud computing?

A We've worked with, and surveyed, lots of CIOs and their teams about their plans for adopting cloud computing. They're very enthusiastic about the cost and agility advantages of cloud computing. That's no surprise; these cloud benefits directly address the areas IT organizations are most often criticized for by their internal customers. And our research shows that CIOs are seriously considering cloud computing for a surprisingly wide range of IT workloads. But CIOs also have serious concerns about the maturity of cloud computing offerings, specifically around security, availability, cost monitoring/management, integration and standards.

Q What's going to happen with regard to cloud computing in 2010?

A Here's an easy prediction: vendors will be announcing — almost weekly — cloud computing offerings that directly address the very same cloud concerns I just mentioned. The vendors we work with are road-mapping their cloud offerings for 2010 by literally working down that list, with offerings specifically addressing cloud security, performance and availability management, cost monitoring and management; you get the picture. Because of this, 2010 will be the year in which cloud computing starts to become much more "enterprise-grade." Three other strategic areas of cloud development for 2010 include: announcements of "private cloud" offerings from almost every IT vendor; the battle among cloud application platform players (like Microsoft, Google, IBM, Salesforce.

continued on page 6

Sweden

continued from page 1

networking; market wrap-ups for computers, printers, etc. "With IDG Sweden's strong position in the IT information market we have nearly no competitors sabotaging our sales. True, we seldom succeed in filling them with ads. However, they are mainly a reader revenue business."

The main strategy behind Teknik & Vetenskap — which targets readers interested in science, tech innovations and 'the technology future' — was to address a technology-dependent vertical market by repackaging more science-oriented articles and branding them with a logo other than PC för Alla's, according to Agrén.

MATTIAS INGHE

PC för Alla Editor-in-Chief **Fredrik Agrén** (left) and M3 Editor-in-chief **Daniel Sjöholm** display copies of the Technology & Science and Digital Home magazines.

He said the reason IDG Sweden took this leap out of IT was because of the "huge success" of Illustrerad Vetenskap (Illustrated Science) from rival publisher Bonnier. That magazine, he said, has managed to attract more than 100,000 subscribers paying about US$7 per copy. "With 19 issues a year that's an amazing profit," Agrén said. "We simply had to try that market."

Agrén noted that Digitala Hemmet was first a practical "digital life at home" Web site (http://digitala-hemmet.idg.se/), put together by the editorial team of IDG Sweden's M3. The site covered such topics as how to set up a home network, getting gadgets to work together and how to get the best out of digital products at home. "When the site got a lot of visitors the next step was easy — simply pick out the most interesting articles and create a one-shot magazine with this brand. With the help of Editorial Manager **Anders Engstrom**, this was easily done."

Agrén said neither issue took more than a week to design and edit since both were created from pre-published material. "Digitala Hemmet passed all our sales goals and sold more than 10,000 copies at SEK 59 ($8.00)," Agrén said. It is no longer on the newsstand, but Teknik & Vetenskap was available through the end of March.

"We've already decided that Digitala Hemmet will be published six times a year," Agrén said, and will continue to reuse content from the parent Web site under the editorial leadership of **Elina Blom**. IDG Sweden is looking at ways of building the Digitala Hemmet subscription base in cooperation with one of the leading tech dealers of Sweden, which produces a yearly product catalog. "This year we've done a sort of category buyer's guide in cooperation with them to make it easier for their customers to chose the right products. They are promoting Digitala Hemmet in the catalog, offering free issues for those wanting more information on buying products. Since hundreds of thousands of copies of the catalog are being produced and distributed, we're hoping to be able to build a circulation base quite quickly."

DIGITALA HEMMET
VIDEOSAMTAL

An alliance with Sweden's leading tech dealer may be the key to quickly enlarging Digital Home's subscription base.

If sales are good for Teknik & Vetenskap, Agrén said IDG Sweden would continue to test that market, a decision that will be made in the next few weeks.

TEKNIK & VETENSKAP
FORDON

A rival's successful title for a science-oriented audience spurred IDG Sweden to try to capture some market share.

Agrén said IDG Sweden is "always testing different markets and types of readers via one-shot issues. Besides Digitala Hemmet and Teknik & Vetenskap, we've published in the last few months a consumer security magazine (Säker PC), an iPhone magazine in 'bookazine' format and a special one-shot covering 'Everything You Need to Know About the Mac,' both from IDG Sweden's MacWorld team. All of our big consumer-oriented titles do at least a few one-shots a year with either republished material from earlier issues or collected from one of our Web sites." He added that the average sales for a one-shot is about 8,000 copies, "making them hugely profitable, since the cover price is between $8 and $12."

For more information contact M3 Editor-in-chief Daniel Sjöholm at daniel.sjoholm@idg.se or Agrén at fredrik.agren@idg.se.

Germany

continued from page 1

KAROLIN PICHLER

Staff responsible for the Computerwoche Jobs&Karriere fair at last month's CeBIT include (l-r): Assistant Publishing Director **Tanja Braun** (project leader), Key Account Manager **Ursula Nehring,** Marketing Assistant **Jenny Zieler,** Computerwoche Editor **Hans Königes**, Key Account Manager **Barbara Fassiadou**, Computerwoche Editor **Alexandra Mesmer** and Head of Sales **Sebastian Wörle**.

The publication had a total circulation of 150,000 copies, distributed by CeBIT show staff and in magazine racks at the trade fair and Hanover area hotels.

Another highly anticipated and hugely successful component of IDG Germany's CeBIT lineup is the Computerwoche Jobs&Karriere fair. For the 12th consecutive year, this booth provided a central meeting point for employers and job seekers looking for careers in the IT field.

> "Today's opportunities for show-related business are quite different and require an innovative approach."
> — Sebastian Wörle, head of sales

Computerwoche Jobs&Karriere has contributed significant revenues for Germany's event business for many years. "The basic business model is that we buy exhibition space from CeBIT and organize a recruitment fair within an IT show," Wörle said.

Computerwoche sold booth space to 20 clients, generating about 500,000 euros ($672,650) net revenue. In addition to providing a venue for hiring companies and candidates to meet one another, Computerwoche editors organized an extensive series of lectures targeting both IT professionals and recent graduates looking to get into the field, which helped attract visitors to the Jobs&Karriere booth and provided a range of services for exhibiting clients including a catering service, storage facilities, daily cleaning of the stand, entrance tickets and more.

Clients were extremely satisified with this year's organization and the level of service provided at the Jobs&Karriere booth. "Our exhibitor-partners told us they were happy to have had an excellent opportunity to meet their target audiences — IT professionals as well as recent graduates," noted **Ursula Nehring**, lead account manager for IT recruitment.

Finally, for the second year, IDG Germany served as the exclusive media partner for the CeBIT Executive Club (CEC), an embedded event for its C-Level audience. The CEC was the central meeting point for IT executives at CeBIT, and CIO Germany is the founding partner. CEC provides CIOs and other senior IT managers with networking opportunities with colleagues, representatives from the world of business and politics, senior executives from internationally renowned user companies and other prominent CeBIT visitors. More than 600 senior executives registered for this year's CEC.

When CIO Germany and the Deutsche Messe AG founded the initiative it quickly established itself as a popular meeting place that offered executives more than pleasant conversation over coffee. "The aim is to provide CIOs and other executives with a setting that allows and encourages them to have conversations that go beyond a narrow focus on IT and reflects an awareness of the social responsibility that technology implies," says **Henriette von Wangenheim**, director, Sales Corporate Services at IDG Business Media, Germany.

To that end this year's speakers included: Ernst Raue, a member of the executive board of Deutsche Messe AG, who delivered welcoming remarks; Frank Schirrmacher, publisher of one of Germany's biggest newspapers FAZ (Frankfurter Allgemeine Zeitung); and Thilo Bode, founder of the NGO "Foodwatch" and former director of Greenpeace.

The CEC program included a pre-event launch party on the evening before the start of the trade show attended by 60 leading CIOs and a VIP service during CeBIT offering such amenities as VIP parking, limousine shuttle services and all-day catering. Supporting sponsors this year were IBM, SAP, Siemens and Software AG. Net revenue generated from this year's CEC approached 120,000 euros ($161,000).

For more information, contact Sebastian Wörle at swoerle@computerwoche.de or Henriette von Wangenheim at hvonwangenheim@cio.com. WU

noteworthy people

New employees

Dipti Jamadagni joins India's **IDC Center for Consultancy and Research** as a contracts research analyst for the IT Services market, coming from Tavant Technologies India Ltd. where she was a marketing project trainee. She earned an M.B.A. from Bangalore University's Acharya Institute of Management and Science and enjoys adventure sports such as trekking, parasailing and rock climbing. *djamadagni@idc.com*

Ganson

Previously a marketing and advertising manager with Art New England magazine, **Jaime Ganson** joins **CXO Media** as a sales associate. A graduate of Syracuse University in Syracuse, N.Y., she earned a B.A. in art history. In her free time she writes a fashion and lifestyle blog, "La vie…J'aime" at http://laviejaime.blogspot.com. *jganson@cxo.com*

Kustwan

IDC Framingham has hired **Louis Kustwan** as director of sales, Telecommunications. He was previously senior director of sales, Mobile with comScore, Inc. He earned a B.S. in engineering from the University of Massachusetts/Amherst and enjoys golf and spending time with his family. *lkustwan@idc.com*

IDC Taiwan in Taipei has hired **Stephanie Ho** as finance and administrative executive. She was previously assistant general manager and sales officer with TOPTEX Co. A graduate of the University of Toronto in Ontario, Canada, she holds a B.S. in statistics and enjoys swimming in her free time. *sho@idc.com*

Returning employees

PETER SHORT

Stolarski

Returning to **IDC Framingham** is Program Manager **Kuba Stolarski**. He was previously an analyst with Yankee Group Research and before that a product manager with IDC. He holds two degrees in political science, a B.A. from Yale University in New Haven, Conn., and an M.A. from Duke University in Durham, N.C. Outside the office, he enjoys Tweeting, fantasy sports, reading and "shopping for baby supplies with my wife." *kstolarski@idc.com*

Transfers

Gupta

India's **IDC Center for Consultancy and Research** has hired **Seepji Gupta** as senior market analyst. He was previously a manager with IDC India doing custom consulting and software and services research. He holds an honors degree in economic from Delhi University and an M.B.A. from Delhi's Indraprastha University, specializing in marketing and international business. In his free time he enjoys gymnastics, basketball and skating. *sgupta@idc.com*

Any business unit may send Noteworthy information to world_update@idg.com.

Get passes for Museum of Science, New England Aquarium, Children's Museum

As a corporate member of the Boston Children's Museum, the New England Aquarium and the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. IDG employees from the Boston area or any employees who are visiting the Boston area may request passes by sending an e-mail to world_update@idg.com and providing their name and business unit address. You may request up to four passes per venue.

One on one

continued from page 3

com and Oracle) for the hearts and minds of developers; and vendors' establishment of cloud computing beachheads in the next regional centers of cloud growth (Western Europe and emerging Asia). 2010 will be a critical year: the vendors that fail to establish leadership in enterprise-grade cloud computing, or make poor decisions around private clouds, cloud platforms and regional expansion, will be the next DECs, Wangs and Cullinets.

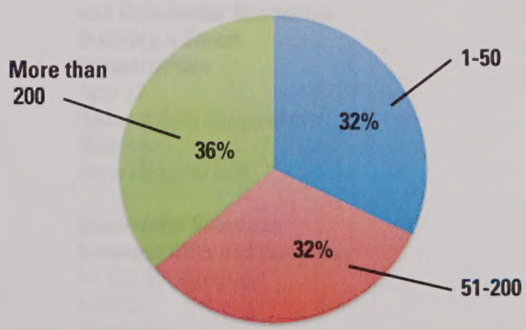
Q We've heard there's a joint IDG and IDC cloud event in the works. What are the details?

A I'm glad you asked; we're really excited about this. IDC and IDG Enterprise are collaborating to produce a truly unique cloud event called the "Cloud Leadership Forum" June 13-15 in Santa Clara, Calif. IDG Enterprise's Chief Content Officer **John Gallant** and I are co-chairing this invitation-only gathering, and we'll bring together leading CIOs and IT vendors to discuss how enterprises can enhance their competitiveness by effectively (and safely) leveraging cloud computing. We'll talk a lot about public cloud services, private clouds and hybrid clouds, of course. But unlike many cloud events, there will be a strong focus on business and IT management issues around cloud adoption, with sessions on business value, IT portfolio management, organization/skills transformation, risk management, standards and lock-in avoidance, governance and global deployment strategies. It is bringing the best of IDG and IDC together in an unbeatable way, and it's shaping up to be a must-attend cloud event for CIOs and leading vendors alike.

Suggestions for columnists and topics for this feature may be sent to world_update@idg.com.

Question of the Week results for April 5

How many contacts do you have on your cell phone?



Log on to www.idgcentral.com to vote on this week's question:
Do you covet an iPad?

[illegible]nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Valerie Sancelmente *IDG Enterprise*

24

Judit Fülöp *IDG Hungary*

23

Stephen Tozeski *IDG List Services*

21

Sue Yanovitch *IDG Enterprise*

20

Istvan Bíró *IDG Hungary*

17

Ellen Fanning *Computerworld*

14

Satoshi Yoshida *IDG Japan*
Gordon Dawnette *IDG U.K.*

[illegible]3

Anders Elbak *IDC Nordic/Denmark*
Yoshiko Mimura *IDG Japan*
Paolo Lombardi *Nuov@Periodici Italia*

12

Daniel Behrens *IDG Germany*

11

Eileen Quan *PC World*
Lauren Costello *IDG Enterprise*
Maro Eremyan *IDG Enterprise*

10

Bill Cappell *Mac Publishing*
Anne McDonald *PC World*
Joakim Allwin *IDG Sweden*
Manuela Eue *IDG Germany*
Margherita Bertoncelli *Nuov@Periodici Italia*

9

Shari Redan *PC World*
Ilona Bíró *IDG Hungary*
Gregory Ireland *IDC*

[illegible]

Amy Singer *PC World*
William Wang *PC World*
Gábor Orosz *IDG Hungary*
Lewis Ward *IDC*
Michael Fletcher *IDC*
Daniela Konicki *IDG Germany*
Jacqueline DiPerna *IDG Enterprise*

5

István Dervenkár *IDG Hungary*
Endre Kis *IDG Hungary*
Grace Moy-Ng *CXO Media*

4

Wil Schultz *PC World*
Yúvisa Muga *IDC Peru*
Marion Hoisl *IDG Germany*

3

Mark Sullivan *PC World*
Eszter Bödör *IDG Hungary*
René Almeida *Now!Digital Business*
Adam Dennison *CXO Media*
Joyce Dunnells *CXO Media*
Laura Ames *IDG Enterprise*
Stephen Gao *IDC China*

2

Daniel Harrington *IDC*
Joshua Boyle *IDC*
Timothy Gallagher *IDC*
Trish Stephen *IDG Australia*
Dennis Wilman *IDG Netherlands*
Patrick Peeters *IDG Netherlands*
Cristian Jeria *IDG Sweden*
Christoph Bosshard *IDG Switzerland*
A.J. Abella *IDG U.K.*
Megan Roman *IDG Enterprise*
Thomas Dyer *IDC Canada*
Neville Chan *IDC Australia*
Toby Chen *IDC China*
Adren Lim *IDC Singapore*

1

Evan Bohringer *IDG Australia*
Adeline Phua *IDC Singapore*
Kristine Bien *IDC Philippines*
Allan Francisco *IDC Philippines*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

mymac

continued from page 1

Written primarily by freelancers, mymac focuses on the needs and interests of people who enjoy using the Internet, listening to music and taking photographs and who are attracted to Mac products for their ease of use. "Mymac is more of a lifestyle publication, focusing on how these products can enhance people's lives, for instance how to connect to the mobile Web," Martino said.

Whereas Macwelt is organized into sections covering news, tests, workshops and computing tips, mymac concentrates more on themes like Mac mobile and combines news, tutorials and tips under that heading. "We use lots of photos and screenshots to clearly explain the concepts and less text, and we gave mymac a clean Mac-like layout that uses lots of white space," Martino said.

The timing of the mymac launch — just 10 days before CeBIT, Europe's largest IT trade show — allowed the staff to collect a great deal of in-person feedback at the trade show. And the feedback was so positive, that "we quickly decided to continue publishing the magazine," Martino said. The next issue of mymac will be on newsstands on April 23 and will focus on this month's launch of the iPad in Germany.

The first issue sold for 5.90 euros (US$7.90), but Martino said that price might be raised for subsequent issues. The launch issue "came as a surprise to the market," Martino said, "but the second issue will have traditional advertisers such as the major local resellers Gravis and Arktis."

For more information, contact Canio Martino at cmartino@idgmagazine.de.

Coming up

IDC Transformation Technologies: Government Innovations Roadshow
April 14
Sheraton Hotel
Algiers, Algeria
www.idc-cema.com

SOA Summit
An IDG Sweden event
April 20
Stockholm
http://bit.ly/dn5h8R

Sustainability Day
An IDG Sweden event
April 20
Stockholm
http://bit.ly/dn5h8R

CIO Perspectives
CIO Executive Programs event
April 21
The Roosevelt Hotel
New York City
http://events.cio.com

IDC Transformation Technologies: Government Innovations Roadshow
April 21
Emirates Palace Hotel
Abu Dhabi, United Arab Emirates
www.idc-cema.com

IDC Storage, Virtualization and Datacenter Roadshow Building a Smart Infrastructure
April 22
Radisson SAS Slavyanskaya
Moscow
www.idc-cema.com

Successful Relations between CIOs and Suppliers
An IDG Sweden event
April 22
Stockholm
http://bit.ly/dn5h8R

A more complete list of events is available on IDG Central.

profile

unsung hero

*IDG World Expo VP, Marketing **Linsy Reese** named Marketing Manager **Cindy Hart** her company's unsung hero, saying, "Cindy has helped create collateral, sales tools and sales training to sell exhibitor booth space at Macworld, E3 Expo and Anime Expo 2010. She also executed a new program that allowed mobile app developers to sign up and pay for pre-packaged booth space online as participants of the Mobile App Showcase at Macworld 2010. This program drew close to 100 companies that did not require sales staff support, thus allowing our sales team to focus their efforts primarily on larger booth sales."*

Name
Cindy Hart

Home
Somerville, Mass.

Tenure
October 2008

Current title
IDG World Expo Marketing Manager.

Primary job responsibilities
I work on the exhibitor marketing initiatives, primarily for Anime Expo, Macworld Expo and a little of E3 Expo. I work closely with the sales team to create messaging and sales collateral to help sign on exhibitors.

Three things I do in a day's work
We have a lot of team collaboration, so I am in quite a few meetings to discuss strategy and processes with my colleagues. I create sales materials and creative templates and also work closely with our graphic designers. Our primary form of communication to exhibitors is by e-mail, so I write, code and deploy several e-mails blasts each month.

What I love most about my job
I love that I have the opportunity to work on new and challenging projects. Being able to work on different events for different industries brings the challenges of learning about each audience and coming up with marketing strategies that will work for that particular audience.

Latest accomplishment
We just launched the event marketing Web site and prospectus for the Anime Expo sales team. It's great to see our efforts for this new event get up and running.

Career highlight
Macworld 2010 was a great success and a career highlight for me at IDG. Despite all of the challenges that the event faced, our team really came together for the last few months and produced a great show.

*IDG World Expo Marketing Manager **Cindy Hart** works primarily on exhibitor marketing initiatives for Anime Expo, Macworld Expo and E3 Expo.*

What I'm doing to be a better employee
I think it's great that IDG offers such extensive training — I try to take as many of the relevant training classes as possible. I also read a lot about industry trends and new technologies and try to think of ways to implement the ones that could help our team.

You recently attended the IDG Professional training program. What did you get out of the experience?
It's very interesting to hear people share their career highlights and how they got to where they are today. Listening to each of the speakers talk about their roles at IDG and especially hearing their philosophies on leadership was very beneficial.

Interests outside the office
I try to cook and eat healthy and also like to get outside to exercise. I live right by the Somerville Bike Path in Davis Square, and this time of year is great to go out for a walk or run.

What others can't tell just by looking at me
I enjoy traveling and learning new languages. I'm currently trying to improve my Spanish. My Venezuelan boyfriend and I are taking a trip to see his family this summer. Venezuelans speak very fast and use lots of slang, so I'm hoping I will improve before our trip!

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Fredrik Agrén *IDG Sweden*
Frank Gens *IDC*
Mihaela Gorodcov *IDG Romania*
Kerstin Kammann *IDG Germany*
Canio Martino *IDG Germany*
Karolin Pichler *IDG Germany*
Achim Schäfers *IDG Germany*
Rene Schoemaker *IDG Netherlands*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2010, OpenSource World, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

19 APRIL 2010
VOLUME 40, NUMBER 14

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

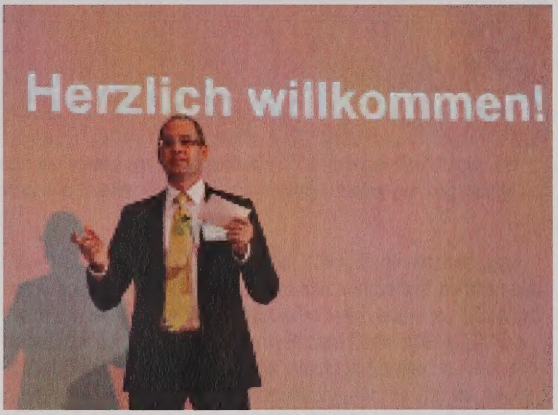
WWW.IDGCENTRAL.COM

Collaboration yields Swiss market study and conference

IDG Switzerland, IDC Central Europe put core competencies to work

Looking to continue a successful partnership begun last year, IDG Switzerland and IDC Central Europe collaborated on an IT market survey, "Swiss IT 2010," publishing a 68-page magazine with survey highlights and producing the Swiss IT Conference 2010 on March 24. The 85 attendees, all C-level executives at companies of more than 100 employees, received copies of the survey a day before it was released to the public. The publication is available to Computerworld Schweiz subscribers, by targeted distribution and via online orders for CHF 9.80 (US$9.28) per copy.

IDC Research Analyst **Joachim Benner** presented the results of the survey at the event, paying particular attention to the influences, trends and strategies for the next four years of the Swiss B2B IT market, as well as expected investment developments and growth potential while providing financial data about the market.


Herzlich willkommen!

IDG Switzerland Editor-in-chief ***Hansjörg Honegger*** *moderated the conference.*

His presentation complemented the contents of the Swiss IT 2010 publication. "We compared the business side of the market with the IT side to see if there is a difference in outlook between the top IT influencers and leading business executives, such as CEOs, country managers and board members," said IDG Switzerland Country Manager **Michael Hermann**.

Hermann said the overall project, which was profitable, leveraged each partner's market-leading status.

continued on page 4

Contests help GamePro double number of Twitter followers

A pair of simple giveaway contests more than doubled the number of GamePro's Twitter followers, with very little drop in numbers once the prizes were awarded. For the month, GamePro went from 2,291 Twitter followers to 4,610, and GamePro now runs weekly contests.

"We had two giveaway promotions on Twitter in February. Each winner was randomly selected from our followers, which encouraged people to follow our Twitter account," said **Norris Boothe**, GamePro VP of product development. The first offered a special-edition copy of Bioshock 2, a popular video game that had just been released. The second was for a signed artist's print of the lead character from the game The Misadventures of P.B. Winterbottom.

"We were already seeing great growth [in our Twitter followers] in February, but those contests prompted a 60% increase in followers in just a few days," Boothe said, "and there was very little loss of followers after the contests were over, which showed people were interested in continuing to follow us beyond the contest."

Boothe said what made the contest work well was that the gaming-related prizes were relevant to the audience GamePro wants for the long-term. "We also encouraged people to retweet their participation and we gave an extra contest entry to anyone who retweeted about the promotion — which helped with the viral distribution of the contest," Boothe said.

GamePro's Twitter audience now stands at 6,224 followers. Boothe said that last week GamePro started a weekly giveaway contest to continue to boost followers'

continued on page 5

New on IDG Central

IDG Communications CEO **Bob Carrigan** sits down for a chat with IDG Training and Development Director **Laurie Butson**. Carrigan discusses IDG's global results halfway through the fiscal year, where business units should be focusing their investment priorities, and why "the Big Three" are so important. View the video at www.idgcentral.com.

Inside this issue

Macwelt creates tutorial series for iPhone app developers *page 2*

New venue in Cambodia is site of ICT & Telecom, construction events *page 2*

One on one: IDG Enteprise Sr. Director Executive Programs Sandy Weill *page 3*

IDG Media Management Institute *page 4*

Quick poll: Evergreen stories continue to draw traffic *page 6*

Celebrating 10! PC World's William Xu *page 8*

Who's on Twitter at IDG

Looking to see which of your IDG colleagues and brands are Twittering? Check out the new list on the home page of IDG Central at www.idgcentral.com. If you would like to be added to this list, send your name, title, business unit/country and Twitter account, or if a brand, the brand and Twitter account, to idgcentral@idg.com.

Macwelt creates tutorial series for iPhone app developers

*Macwelt and iPhoneWelt Editor-in-Chief **Sebastian Hirsch** (left) and Deputy Editor-in-chief **Marlene Buschbeck-Idachemi** (right) talk with two of the event speakers, Daniel Magin and Olaf Monien.*

IDG Germany held the first in a series of iPhone app development events last month that attracted more than 100 paying attendees.

"Making Apps," a two-day tutorial on programming for the iPhone, took place in Munich and Hamburg with 58 and 50 participants, respectively. They paid 750 euros each (US$1,004) to learn from two German programmers and a U.S. guest speaker, Evan Doll, a former member of the Apple iPhone/iPad team. Another 10 to 12 bloggers and journalists who helped spread the news about the event were also invited to sit in on the training at each location.

Macwelt and iPhoneWelt Deputy Editor-in-chief **Marlene Buschbeck-Idachemi** spearheaded the event using her many contacts in the developer market to create the concept of the event and recruit speakers. ChannelPartner Events Manager **Bianca Kasper** and IDG Magazine Events Manager **Natascha Mössler** contributed their skills and experience.

In addition to publicizing the events through Macwelt, iPhoneWelt, PC-Welt and ChannelPartner print and banner ads and newsletter marketing, organizers also partnered with several other Mac-related sites and various networks, including the Hamburg-based IT network, hamburg@work.

The March tutorials brought in about 10,000 euros ($13,396) in profit to IDG Germany, as well as new paid subscribers to Macwelt and iPhoneWelt.

Attendees settle in for a day of training in Munich.

Future events include Selling and Marketing Apps, and Using and Developing Enterprise Apps, and a review of highlights following Apple's Worldwide Developer Conference in San Francisco in August.

For more details write to Marlene Buschbeck-Idachemi at mbuschbeck@

WU

IDG ASEAN organizes sixth Security World event in Hanoi

VIPs prepare to formally open the Cambodia ICT & Telecom World Expo. The main sponsor was Beeline Cambodia, the country's fastest-growing mobile operator.

The sixth annual Cambodia ICT & Telecom World Expo notched year-on-year increases in attendees, exhibitors and numbers of booths sold, making the most of its debut in an expansive new venue, the Diamond Island Convention & Exhibition Centre in Phnom Penh. IDG ASEAN, a Vietnam-based subsidiary that develops events in Southeast Asia, collaborated with the National ICT Development Authority and the Ministry of Posts and Telecommunications to produce the April 1-3 event.

More than 40,000 visitors, double the number in 2009, browsed the exhibition area with 70 exhibitors and 100 booths, a 20% increase over last year's event. Expo admission was free, and more than 500 high-level foreign investors, multinational vendor representatives and telecom executives from government agencies and local businesses were invited to attend the conference on innovation and competitiveness in the ICT and telecom industry.

IDG ASEAN also announced the winners of the second annual Best ICT Product Awards, which reflected the top vote getters in a survey of thousands of enterprise executives, corporate buyers and the local media.

IDG ASEAN introduced a co-located event, CamBuild World Expo, that targeted the construction, engineering and real estate development industries. Cambodia is experiencing a construction boom fueled by foreign investment and a new growth phase with the adoption of modern standards in building, infrastructure design and sustainable development. Created in partnership with the Cambodia Ministry of Land Management, Urban Planning and Construction, the event featured 80 exhibitors, including global brands such as Nippon Pain, Toto and Eglo. A conference component on building a sustainable architecture and construction industry attracted 500 attendees.

*Write to IDG Vietnam & Indochina PR Coordinator **Anh Pham** at anh_pham@idg.com.vn.*

WU

BtoB's first Social Media Marketing Award winners announced

Crain's BtoB announced the winners and runners-up of its first Social Media Marketing Awards Program, which is sponsored by IDG Strategic Marketing Services. Visitors to www.btobonline.com/vote will be able to vote, based on that list of finalists, for the People's Choice awards up until April 25. More than 160 entries from technology, financial services, consulting and media companies, among others, were submitted. An awards ceremony is set for May 20 in New York City.

ne on one

Sandy Weill
Computerworld Senior Director of Executive Programs is this week's columnist. Reach her at sandy_weill@idgenterprise.com.

Blasts from the past

Sandy Weill shared two of er favorite memories from e Computerworld Honors Program:

"One favorite is when [IDG Chairman] **Pat McGovern** attended the event on the occasion of our 20th anniversary. This program was his idea, and it has blossomed into a wonderful event.

"Another favorite is from back in 2005, when **Matt Sweeney** [then Computerworld president & CEO], stepped into a fountain while reading his Blackberry. And then he went back in, tux and all, so we could get his photograph. He was almost knee-deep in water.

Q What is the Computerworld Honors Program?

A The Computerworld Honors Program is the longest running global IT awards program in existence today. This coming June, we will be celebrating our 22nd year at the Andrew Mellon Auditorium in Washington, D.C. The thrust of the program is to give recognition to outstanding achievement in IT that benefits society in some way. This recognition is awarded to submitted projects/case studies that meet Laureate criteria. We have four different levels of recognition: The Laureate level (approximately 150 to 200 each year); The Finalists (50 are chosen from the Laureates); the 21st Century Achievement Award Recipients (10 are chosen from the Finalists) and the Leadership Award.

Our Leadership Awards have been around since 1990. This is an opportunity for a vendor, who is also a Chairmen's Committee member company, to give an award to a high-level executive who has had an exemplary career in IT. Some of the past Leadership Award recipients include such well-known names as New York City Mayor Michael Bloomberg; Linda Dillman, EVP, risk management and benefits administration, Wal-Mart Stores; Ralph Szygenda, group VP and CIO, General Motors; and Joe Tucci, president & COO, EMC Corp.

There are a few other award programs out there recognizing achievement in IT but none with our focus on bettering society as well. Our program is not only prestigious, but we also have our longevity and the strength of our Computerworld brand.

Q Can you give us a few examples of the kinds of projects that have earned recognition?

A Last year we had a case study called One Hen, Inc. The goal of this project was to harness the power of interactive media to create a can-do spirit and compassion in kids. They used stories and interactive games to introduce children to entrepreneurship and helped them to become financially responsible, global citizens.

Another example from last year was ClinicStation, an electronic medical record system at the University of Texas M.D. Anderson Cancer center. They have built a visionary electronic medical record system — the first of its kind anywhere in the world — that seamlessly integrates clinical and research information. It redefines health care record keeping and represents a major advance in the health care industry.

Q What are the benefits to Computerworld of being associated with this program?

A The Computerworld Honors Program carries a lot of cache; we have an awards program with a guest list that represents a who's who in IT. It's often likened to the Oscars but for the IT community. How terrific is that? Since we are going into our 22nd year, we do carry a wonderful tradition and reputation as well. The technology achievements honored by this program are preserved and protected in national archives, and in over 350 universities, museums and research institutions throughout the world. All of the case studies are accessible online through our Web site at www.cwhonors.org.

Q How are companies nominated for these awards?

A We have a Chairmen's Committee that is made up of the chairmen/CEOs of 100 key companies that have the exclusive privilege of nominating their own customers for these awards. Companies like Accenture, Booz Allen, Computer Associates, Cisco, and Cognizant are just a few among this prestigious list. If a company stops participating as a member of the committee, it opens up a slot for a new company to join. The overall responsibility of the members of the Chairmen's Committee is to find and nominate their own customers for the innovative work they are doing that is benefitting society in some way.

Q Has this program grown over the years?

A Yes, the reputation has continued to expand; in 2007 we had the highest number of Laureates ever at 234. Due to the economy and wide-scale restrictions on travel over the past two years, the number has decreased a bit. I strongly believe we will be back up there and beyond within the next two years.

Q What, if anything, are you doing to expand the program?

A In order to allow newer, up-and-coming companies to participate in the Computerworld Honors Program, we are easing up on some of the historically stringent requirements that companies were required to meet in order to join the Chairmen's Committee. In the past, we required that all potential members be profitable for the prior three to five years and be in a fairly high revenue category. We have eased up on this requirement due to the changes in the economy over the last two years. and now we are looking forward to welcoming some of the newer and more ground-breaking companies with forward-thinking technology.

Q Will you expand the program globally?

A Currently, one-third of those recognized by the Honors program are non-U.S. with a fairly high rate of attendance overall as compared to other events. WU

MMI participants gain insight into IDG operations

For three days earlier this month, the IDG Media Management Institute gave 17 employees from nine business units a chance to step away from their daily responsibilities and gain insight into IDG's functional operations and the company's strategic direction.

(Back, l-r): ***Morris Barrett****, director/Integrated Project Management, IDG Strategic Marketing Services;* ***Tom Spring****, senior editor, PC World;* ***Amy Bennett****, content director, IDG Enterprise;* ***Mike Malone****, project and process manager, IDG Corporate Services Group;* ***Pauline Boyle****, senior HR representative, IDG Enterprise;* ***Kevin Capalbo****, sales director, IDC;* ***Daniel Binett****, business manager, IDG Sweden;* ***Norris Boothe****, VP/Product Development, GamePro; and* ***Timothy Johnson****, CI team leader, IDG Technology Services Group. (Front, l-r):* ***Robert Strohmeyer****, executive editor, PC World;* ***Jonathan Seff****, senior editor, Macworld;* ***Laurianne McLaughlin****, senior news editor, IDG Enterprise;* ***Anne Taylor****, managing editor, IDG Enterprise;* ***Roberta Powell****, sales director, IDC;* ***Nick Barber****, multimedia correspondent and video content manager, IDG News Service;* ***Ann Bednarz****, online associate news editor, IDG Enterprise;* ***Glenn Mosesso****. operations manager, IDG Technology Services Group.*

Business unit leaders nominated participants for the program, held at the Babson Executive Conference Center in suburban Boston.

IDG Training & Development Director **Laurie Butson**, HRSD Human Resources Manager **Sara Scogland** and Training & Development Coordinator **Jennifer Quinby** hosted the program, which included presentations and panel discussions featuring 17 senior IDG managers. Topics included IDG Connect (databases), IDG TechNetwork (ad networks), editorial, finance, online sales and account services, social media marketing, research, mobile initiatives, the CIO Executive Council's user revenue model, events, an IDC overview and the role of the business unit leader.

Participants worked in teams on a case study on generating new revenue opportunities based on a scenario relevant to IDG business units. SVP/Human Resources, IDG Communications **Piper Sheer**, IDG International Publishing Services President & CEO **David Hill** and IDG Strategic Marketing Services President **Matt Yorke** judged the case study recommendations.

"I got a much deeper understanding of how various IDG business models work," said **Laurianne McLaughlin**, senior news editor, CIO.com. "I also enjoyed meeting a diverse group of IDG-ers."

Write to laurie_butson@idg.com. WU

Swiss Study

continued from page 1

Computerworld.ch

SWISS IT

DIE SCHWEIZER IT-STUDIE 2010

The magazine with highlights from the Swiss IT Study included advertising from Microsoft, SAP and, in a special section in the back of the book, more than a dozen local companies.

"Both partners contributed their key competencies," Hermann said. "IDG Switzerland brought its publications' brand awareness, editorial and advertising skills and close relationship to the Swiss IT audience of IT decision makers. IDC contributed its branded reputation as the leading company in creating invaluable technology surveys, research and analysis, conference expertise as well as its closeness to international sponsors."

IDG Switzerland contributed the names of the survey's target audience, and IDC Central Europe conducted the online survey of 590 Swiss IT leaders and 250 business leaders, provided the entire survey analysis and market recommendations and organized the conference.

IDG Switzerland staff wrote, edited and published the magazine; assisted with the agenda of the event, which was moderated by IDG Switzerland Editor-in-chief **Hansjörg Honegger**; promoted the survey and event both online and in its print publications; and helped with sponsorship sales.

Coordinating the event on the IDC side were **Wafa Moussavi-Amin**, general manager of IDC Central Europe; **Katja Schmalen**, marketing director; and **Gareth Kelly**, conference director.

Sponsors of the event included Google Enterprise, Trillium Software, Citrix, Adobe, IDS Scheer and Ipanema Technologies. Event attendees from the vendor side paid CHF1,500 (US$1,420) and while those from the end-user side paid CHF150 ($142) to be at the survey's launch.

The entire Swiss IT 2010 project has proven to be an excellent collaboration by both IDG Switzerland and IDC Central Europe," Moussavi-Amin said. "We have been able to clearly demonstrate our joint core business expertise as well as commercial value to both vendor executives and IT end-users alike."

IDG Switzerland and IDC Central Europe had done a similar survey in 2009, but that accompanying event focused more on selling the survey than presenting the survey data and case studies of end users in the B2B sector, as this year's did.

Contact Michael Hermann at michael.hermann@idg.ch or Wafa Moussavi-Amin at wamin@idc.com. WU

Boost your Twitter following with these tips

GamePro VP of Product dDevelopment **Norris Boothe** had the following recommendations for other IDG business units looking to boost their Twitter followers:

- **Own the right name**. If you're using "twitter.com/branddotcom" or "twitter.com/therealbrand" for your account because someone is squatting on your "twitter.com/brand" don't throw up your hands, go out and get it. Twitter is respectful of brand names, and they will work to give you the proper account. Using the right name is the best choice for lots of obvious reasons. This was one of the first corrections we made in the first quarter of this year, changing from "twitter.com/therealgamepro" to "twitter.com/gamepro," an account that had been created by a former GamePro employee and suspended, which we got [illegible]suspended.'
- **Tweet regularly** — at least a few times a day — highlighting that day's most interesting ideas and content.
- **Engage your users**. Check direct messages and @ references to your brand regularly and respond to people when you can.
- **Follow users that you'd like to follow you**. Use refollow.com or other tools to identify people who you think would like to follow you and follow them. A great source of good people to follow can also be found in your competition's follower base.
- **Contests** can greatly boost follow interest and should encourage retweeting to get the maximum value. Contests need to be relevant to be most effective and should be continued regularly. Do it in a way that keeps people coming back to participate. It can be a couple of times a month or weekly, just regular enough so people will know when to look for it so they'll come and participate and let their friends know as well.
- **Use your magazine**, Web site, and podcasts to let people know about your Twitter account.

Gamepro Twitter

continued from page 1

interest in the Twitter page, giving away a game's cardboard promotional stand. "In a B2C business, we have so much material to give away that people want," he said.

Boothe said GamePro actively looks to follow people who seem to be interested in gaming. "That effort garners followers in return very well," he said, noting that some of the GamePro editors follow gamers and people in the industry, while he follows 50 to 100 similar people a day. "We also look at people who are following our competition and not us, then we follow them. It's about awareness and making people aware that they should follow us, too."

GamePro Web Development Intern ***Tad Ochwat*** *(left) and VP, Product Development* ***Norris Boothe*** *with a Final Fantasy XII promotional stand to be given away in one of GamePro's weekly contests on Twitter.*

GamePro also runs a Twitter list for video games (Twitter.com/Gamepro/videogames), which aggregates not just its own gaming tweets but those of sites throughout the industry, making a successful play to be an aggregator of content in the Twitter space.

"A list is a way for a user or account to aggregate a few or a lot of different Twitter accounts into a single feed that shows all the accounts in that list," Boothe said. "It's a way to collect the people other people should be following on a daily basis. We're aware of who's important to follow and who's not." GamePro's Twitter list is currently following 410 accounts (a Twitter list can be no larger than 500 accounts).

Twitter lists don't have nearly the following of regular Twitter accounts, "so the 555 people following our list doesn't seem that impressive," Boothe noted, "but lists are used by the most active people on Twitter — the best advocates you want to reach — and their influence outweighs their small numbers." Despite the small number of people following GamePro's Twitter list, it is the industry's No. 1 video game list. "That means we have high visibility on sites that show the top video game lists, such as tweetdeck.com, listatlas.com and listorious.com," Boothe said. "This is great brand exposure for us."

Asked about the importance of growing and maintaining a Twitter following, Boothe said people interested in media are now looking beyond their favorite Web sites for information and/or entertainment, using RSS feeds, search, aggregators, video sites such as YouTube and Hulu and particularly social networks. "The social networks take media and mingle it with an audience so that people are interested in content that their friends have read or recommended or that a like-minded community — for example, gamers — is talking about. They don't want to just read one voice but engage in a community of perspectives, either actively by writing themselves or passively reading what others have to say."

Boothe said that if GamePro restricted its presence to just its own site, it would miss out on where many people go to find content to read and talk about. "So we're embracing social media and getting our content out there to get noticed. If people like it, they'll come to GamePro.com to get more and will value the brand more highly as an authority they trust," he said.

Distributing content on or through Twitter, Facebook, Digg and various other social networks — social media optimization — is "as important as search engine optimization was five years ago — and continues to be today," he added, noting that social media works in a viral way. "If you don't put your content out there and help get it distributed virally, it won't happen by itself. You have to pro-actively connect with users and push your content into social channels in order to get more distribution, which absolutely does have an effect."

It is also a source for feedback and potential revenue, he continued. "You can survey your Twitter followers and engage with them as an active community." And when a follower audience is big enough, it can be another way to advertise through promotional tweets or a background 'skin' on the brand's Twitter page, providing another source of revenue. "Most brands just put their branding up on their Twitter page, but it can be used for advertising space as well; I haven't seen anyone doing this yet, but it's just a matter of time. This would be particularly effective for virally oriented ad campaigns."

Contact Norris Boothe at nboothe@gamepro.com or tweet @gamepro. GamePro's editorial Twitter accounts are at http://twitter.com/gamePro/gameprostaff. WU

quick poll

IDG World Update recently asked editors around the company what stories hve proved to be evergreen on their sites, continuing to produce page views long after the stories were originally posted.

"What Cloud Computing Really Means" (http://tinyurl.com/c75jn7) first appeared on InfoWorld's site in April, 2008, was written by Executive Editor **Galen Gruman** and Editor-in-chief **Eric Knorr** and continues to get 30,000 to 40,000 page views per month.

We think we had a combination of timing, good SEO and luck on this one. Timing, in that cloud was still a new idea and not yet over-hyped when this story ran, so it was competing with fewer articles for search-results page prominence. Plus, as one of the first independent (i.e., not vendor self-promotion) definitional pieces, it got lots of links to it, which also helps it rank high in search results. For SEO, the 'X really means' and 'What is X' phrases are ones we suspect are natural for readers to enter as a search query, which also helps search-results page prominence. Plus, the key topic — cloud computing — is also front and center. As for luck, no one else has been able to supplant us with an equally clear, respected piece, so the search engine 'juice' we got since the beginning hasn't been supplanted by more 'juice' elsewhere.

— ***Galen Gruman****, executive editor, InfoWorld*

PCWorld's slideshow, "The Strangest Sights in Google Earth," (http://tinyurl.com/6lhtbm) by Senior News Editor **Tom Spring**, was posted in July, 2007. In the past two months it's received a "fairly typical" 287,000 page views.

The Strangest Sights in Google Earth

Our most popular perennial is a compendium of mysterious crop circles, natural phenomena and human oddities captured in the satellite images in Google's software. It's popular because Tom's writing and choice of sights is fun and interesting. But beyond that, it's a story that's clearly about technology but literally about the wider world as well. That means it appeals to readers beyond our core audience. Not surprisingly, we're currently working on a sequel.

— ***Ed Albro****, editor, PCWorld/Macworld*

Computerworld's "QuickStudy: System Development Life Cycle" (http://tinyurl.com/yekhr32) by Russell Kay appeared in May 2002 and gets 6,000 to 20,000 page views per month. Its lifetime page views are in excess of 1.4 million.

The key to the really long-lasting stories on Computerworld is that they answer questions that readers have continually over time. We had a trio of Vista-related how-to stories that pulled traffic for years after they were launched:

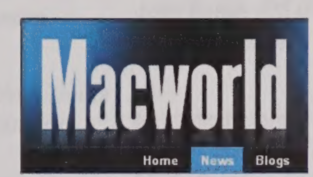
- "FAQ: Giving up on Vista? Here's how to downgrade to XP," lifetime page views: 854,000
- "How to access the true administrator account in Windows Vista," lifetime page views: 889,000
- "Top 10 Vista hacks," lifetime page views: 995,000

Another more recent evergreen is

- "Review: Hard disk vs. solid state drive: Is an SSD worth the money?" (http://tinyurl.com/y6m7k2l) by Lucas Mearian, launched June 2009 and getting 30,000 to 38,000 page views per month, with lifetime page views at 391,000. This one stays popular because it delves into a question that more and more PC buyers have these days.

— ***Valerie Potter,*** *features editor, Computerworld*

Macworld U.K.'s "Inside Apple's iPod Factories" (http://tinyurl.com/y8jnqn9) by Jonny Evans originally ran in June 2006 and continues to receive around 1,000 page views per month.



It's a good article on a subject notoriously hard to find information on. The information isn't really time-sensitive, so it has good longtail potential. On a more practical level, the article has good linkage from key Web sites, most notably Wikipedia.

— ***Mark Hattersley****, editor-in-chief, Macworld U.K.*

In 2007 I created a video tutorial about converting DVDs for the iPod that has generated around 28,000 visits in one year (http://www.idg.es/macworld/Videos/videoM1.asp?id=3). There have been some surprises like features about accounting software and CAD on the Mac that have grabbed around 15,000 to 20,000 visits per year because there is not much information about them. I think that features about mixed Mac-PC environments, compatibility, file sharing and Windows on Macintosh are perennially popular because this is information users always look for.

— ***Daniel de Blas****, director, Macworld España/iPhoneWorld*

What are you curious about?

IDG World Update has run Quick Polls on best business books, favorite Web sites, favorite apps and work-related pet peeves. Got an idea for an upcoming poll? Send

noteworthy people

New employees

PETER SHORT

Vu

IDC Framingham has hired **Tyson Vu** as a consulting project administrator. He was previously a field training delivery manager with Xilinx. He holds a B.S. in business management from San Francisco State University and an M.B.A. from Boston College, specializing in strategic operations management and product management. Away from the office he enjoys learning languages, travel, tennis and basketball. *tvu@idc.com*

PETER SHORT

Mehra

Previously Verisign's director of product marketing, **Rohit Mehra** joins **IDC Framingham** as director, Enterprise Communication Infrastructure. He holds an M.A. in engineering management from the Birla Institute of Technology and Science in Pilani, India, and an M.B.A. in international business and marketing from the Thunderbird School of Global Management. Away from his desk he plays tennis and squash regularly and enjoys international travel. *rmehra@idc.com*

Project Manager **Jennifer Andersen Sweeney** comes to **IDG Enterprise**'s Custom Solutions Group from John Hancock Insurance and Financial Services where she was a project and print production manager. She earned a B.A. in journalism from the University of Rhode Island and enjoys hiking, gardening and birdwatching. *jsweeney@idgenterprise.com*

Management Trainee **Ramya Menon** comes to **IDG Media Private** in Bangalore, India, from her role as media relations trainee with Catalyst Labs, Inc. She holds a B.S. in business management from CMS College of Science and Commerce in Coimbatore, India, and is currently pursuing an M.B.A. in marketing at T. John Business School in Bangalore. Outside the office, she enjoys dancing, singing and drawing. *ramya_menon@idgindia.com*

Returning employees

PETER SHORT

Amaldas

Marshall Amaldas returns to **IDC Framingham** as a market research analyst. He was previously an IDC associate research analyst and before that a product manager with UTest, Inc. He holds a bachelor's degree in engineering from Visveswaraiah Technological University in Bangalore, India, and an M.B.A. specializing in human factors in information design from Bentley University in Waltham, Mass. In his free time he enjoys endurance sports. *mamaldas@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC Canada, IDC Australia move offices

As of April 27, IDC Australia will be in a new location:

IDC Australia
Level 20
8-20 Napier Street
North Sydney
NSW 2060
Australia

Phone and fax will remain the same:
Tel : +61 2 9922 5300
Fax: +61 2 9957 2330

IDC Canada moved to a new location on April 15.

International Data Corporation
(Canada) Ltd
33 Yonge Street, Suite 420
Toronto, Ontario
M5E 1G4
Canada

Phone and fax will remain the same:
Tel: +416-369-0033
Fax : +416-369-0419

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Bjørg Elin Brodersen *IDG Norway*
Penny Winn *IDG World Update*

18

Christian Christiansen *IDC*

16

Denise Haines *IDC*
Fredrik Agrén *IDG Sweden*

14

Cort Isernhagen *IDC Singapore*

13

Katarina Strömberg *IDG Sweden*

10

James Motch *PC World*
Lisa Esseen *IDG Sweden*

9

Anna DeCastro *ITWorld Canada*
Vanessa Bradnam *IDC U.K.*
Sumner Lemon *IDG News Service*

8

Mitsuyuki Tachihara *IDC Japan*
Stephen Sauer *Network World*

7

Nobuyuki Sakata *IDC Japan*
Ana Chin *ITWorld Canada*
Joy Latino *IDG Enterprise*

6

Luciano Crippa *IDC Brazil*

5

Scott Lundstrom *IDC*
Jerome Drevet *IDC France*
Eva Au *IDC Singapore*

4

Daniel Shaw *IDG U.K.*
Katherine Layng *Network World*
Kyung-Mi Hwang *IDC Korea*
Puneeta Verma *IDC Center for Consultancy & Research/India*

3

Akia Ramsay *IDC*
Mukesh Dialani *IDC*
Jason Chen *IDC China*

2

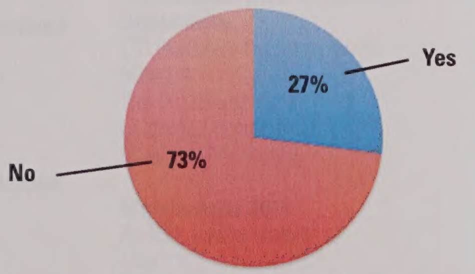
Rohan Pearce *IDG Australia*
Michael Kurzidim *IDG Switzerland*
John Busse *IDG U.K.*
Louise Kambanellis *IDC Australia*

1

Annsofie Peterson *IDC Sweden*
Maria Carolina Branco *IDC Brazil*
Karen Cristina de Linhares *IDC Brazil*
Rafael Millás Coronado *IDC Brazil*
Juliana Rocha Bianchi *IDC Brazil*
Bastiaan Welmers *IDG Netherlands*
Hannah Bradshaw *IDG U.K.*
Michelle McHugh *CXO Media*

Question of the Week results for April 12

Do you covet an iPad?



Log on to www.idgcentral.com to vote on this week's question:
Do you tweet?

celebrating 10!

Name
William Xu

Home
Concord, Calif.

Joined IDG
May 1998 as an IT Manager, IDG China

Career path
IT Manager, IDG China; Software Developer, PC-World; Senior Software Developer, PCWorld and Macworld

Current title
As a senior software developer I develop and support PCWorld and Macworld user databases and the newsletter system.

Most challenging part of your job
Keep every single record in my databases accurate.

What's kept you at IDG for 10 years?
Comfortable working environment, talented and fun co-workers.

Interests outside the office
Hiking and photography. I cannot do hiking now because my sons are too young, but I am training them right now.

Family
My wife Shirley, my five-year-old son Ethan and two-and-a-half-year-old son Kevin.

What talent do you wish you had
Dancing. I am a guy with two left feet.

Favorite gadget
My camera and lenses.

Favorite vacation spot
Hawaii. All islands are my favorite vacation spots. So far I have only been to two of them. My plan is to visit all of them in the future.

PCWorld/Macworld Senior Software Developer ***William Xu*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating his decade of service to the company.*

What others can't tell just by looking at me
Although looking nerdy then (and now), I was the 100-meter champion in high school.

Manager's profile
"William joined the PC World Applications Development team in May 2000 after working for two years as an IT manager at IDG China and then working here in the States for a few months at an IDG business unit called WPI. William has been the primary developer for our various newsletter management and user registration systems. He has consistently developed with the careful investigation, planning and testing that these critical systems require. It can't go without being mentioned that William is also in the distinguished position of having two parents who have had important roles at IDG China. Over the years William has been an excellent colleague to collaborate with and has also been a very good friend to me personally."

— Jim Hutson, director, applications development, PCWorld and Macworld

Coming up

CIO Perspectives
CIO Executive Programs event
April 21
The Roosevelt Hotel
New York City
http://events.cio.com

IDC Transformation Technologies: Government Innovations Roadshow
April 21
Emirates Palace Hotel
Abu Dhabi, United Arab Emirates
www.idc.com

IDC Storage, Virtualization and Datacenter Roadshow: Building A Smart Infrastructure
April 22
Radisson SAS Slavyanskaya
Moscow
www.idc.com

Successful Relations between CIOs and Suppliers
An IDG Sweden event
April 22
Stockholm
www.idg.se

The CIO Leadership Event "Accelerating the IT/Business Opportunity
CIO Executive Programs event
May 2-4
The Broadmoor Hotel
Colorado Springs, Colo.
http://events.cio.com

Mobile Apps 2010
An IDG Sweden event
May 11
Stockholm
www.idg.se

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Norris Boothe *GamePro*
Hien Bui *IDG Vietnam*
Michael Hermann *IDG Switzerland*
Lynn Holmlund *IDG Enterprise*
Hansjörg Honegger *IDG Switzerland*
Kerstin Kammann *IDG Germany*
Gareth Kelly *IDC Central Europe*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG WorldUpdate

26 APRIL 2010
VOLUME 40, NUMBER 15

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

PC World Norge builds ties to a new audience

Publication connects with 6,000 attendees at annual TG LAN party

> *"This is a key meeting point for many current and future users of our products and services. There is no doubt in my mind that we have made an important connection with The Gathering that will continue for years to come."*
> — Morten Hansen, managing director, IDG Norway

Looking to capture the hearts and minds of a new generation of readers — not to mention almost US$100,000 from marketers looking to reach them — PC World Norge launched The Gathering World, a publication serving the nearly 6,000 attendees of this year's edition of The Gathering, held March 31 to April 4 in Hamar, Norway. The magazine was distributed free to all attendees.

The Gathering, or TG as it is known by its fans, is the second largest "LAN party" in the world. LAN parties are formed primarily for the purpose of allowing attendees to play multiplayer computer games on a temporary local-area network. The Gathering began in 1992 with some 1,100 attendees. In 1996, organizers moved the event to the Vikingskipet Olympic Arena, site of the 1994 Winter Olympics, to accommodate its burgeoning following.

*Senior Sales Consultant **Sturla Haukebø** (l) presents a prize to the winner of one of several game tournaments PC World Norge sponsored at its booth. At right is a representative from Hellfragger, the Web site that assisted in arranging the tournament.*

Gathering magazine has been published annually for the past four years by recently hired Senior Sales Consultant **Sturla Haukebø**, in conjunction with his

continued on page 5

IDG, IDC Hungary forge cooperative events strategy

Companies look to boost revenues by leveraging respective strengths

The global economic downturn has led to cost-cutting, belt-tightening and strict expense control throughout IDG and the industry it serves. It has also led at least one pair of former competitors to explore the advantages of cooperation.

IDG Hungary and IDC Hungary have each built substantial and well-respected event businesses in the local market over the years. However, since 2008, both companies have seen recession-driven declines in attendance and shrinking margins on their events businesses. In February, IDC contacted IDG with the idea of cooperating, and two months of negotiation spearheaded by IDG Hungary Sales Manager **Csaba Melovics** and IDC Hungary Managing Director **Zoltan Komaromi** ended when the two companies reached an agreement outlining the terms of their "co-opetition" in the area of events.

*IDG Hungary Sales Manager **Csaba Melovics** (l) and IDC Hungary Managing Director **Zoltan Komaromi** were key players in negotiating the agreement between the two companies.*

The agreement, which extends through the first half of 2010 at which point it will be reviewed and fine-tuned as needed, aims to leverage the strengths of each organization while improving the business value of the two companies' events, thereby boosting revenue for both.

continued on page 6

Inside this issue

Fifth Security World event in Hanoi includes exclusive CSO workshop *page 2*

IDG Germany's ChannelPartner gains revenue with award logos *page 2*

Save the date: IDG Global Product Line Meeting Oct. 10-13 *page 2*

One on one: IDG Communications CEO Bob Carrigan *page 3*

IT World Canada Blogging Idol contest attracts user content *page 4*

Celebrating 10: PCWorld and Macworld's Jim Hutson *page 8*

Fifth Security World event in Hanoi includes exclusive CSO workshop

A new, high-level CSO Workshop and an uptick in paid attendance were two milestones at the fifth Security World Conference and Showcase, held March 22-24 in Hanoi. IDG Vietnam partnered with the General Department of Logistics and Technology and the Vietnam Computer Emergency Response Team to produce the event.

*IDG Vietnam Managing Director **Tam Le** (second from right) led a group of VIPs from government ministries on a tour of the 20-company exhibit showcase.*

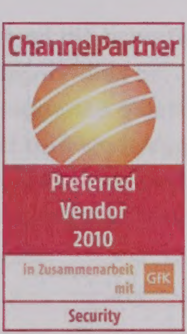
More than 100 C-level attendees and another 500 technology engineers, executives and IT trainers gained insight into effective and efficient approaches to information security in a challenging business environment. The agenda featured 30 speakers and panelists from local and global sponsors, including Oracle, Symantec, CE-Infosys, Cisco and FPT.

Paid attendees accounted for about 12% of the total conference attendance. According to IDG Vietnam Public Relations and Communications Manager **Hien Bui**, the pay-to-attend concept for IT conferences is fairly new in Vietnam, and the IDG team is working on increasing that percentage at future events.

This year's conference featured the first CSO Workshop, in which 50 CSOs and CIOs met with several conference speakers to talk about the role of the CSO and IT security departments within organizations and in a multi-faceted networking environment.

*Write to PR Coordinator **Anh Pham** at anh_pham@idg.com.vn.* WU

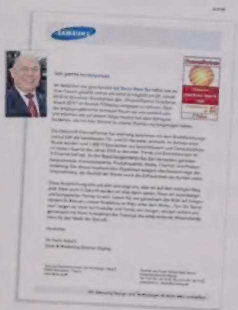
IDG Germany's ChannelPartner makes money selling award logos



IDG Germany continues to find ways to monetize its awards programs — including the recent sixth annual ChannelPartner awards — well after the ceremonies are over.

ChannelPartner's Excellence Awards took place in late January and drew nearly 200 C-level guests and clients to hear the results of a ChannelPartner/GfK survey that selected the nine manufacturers and five distributors the local IT community prefers to work with. Both ChannelPartner readers and members of the IT community voted. (See IDG World Update, March 15, 2010.)

"We kept on monetizing the awards," said **Canio Martino**, IDG Germany publishing director. "We made 30,000 euros (US$40,400) by selling logos and thank-you ads."



Samsung was among the vendors that bought thank-you ads.

Nine award winners bought official ChannelPartner Excellence Award Winner logos for their use for 590 euros ($800). Vendors and distributors that did above average in their voting category — some of which included Business Software, Mobile Computing, Networks and Servers — could buy Preferred Vendor or Preferred Distributor logos for 590 euros. Several firms also bought thank-you ads in February issue of ChannelPartner showing their appreciation for the readers who voted for them; prices for these ran between 2,800 and 4,200 euros ($3,770 and $5,655).

*Contact IDG Germany Executive Assistant **Kerstin Kammann** at kkammann@idgmagazine.de.* WU

Save the date: IDG Global Product Line Meeting to be held Oct. 10-13 in Boston

After a one-year hiatus, IDG's Global Product Line Meeting is on this year's calendar. The meeting, widely regarded as a valuable way to network with colleagues and exchange ideas, will be held in Boston and delegates from IDG subsidiaries and license partners around the world are invited to participate.

In response to feedback from all business units, the meeting will be formatted for the exchange of real-time information and practical problem solving. Hands-on workshops in a number of topics will be offered to promote greater interaction among delegates. Business units will be responsible for all travel and lodging costs of employees. There will not be a room subsidy as there has been at past meetings. Most meals will be covered as part of the meeting.

Country managers have been asked to send delegates from their business units who can best represent their team's new products, revenue streams and ideas and who are best able to share the meeting information with colleagues upon their return. The more interactive nature of the meeting format will require active participation from all attendees.

By April 30, country managers should review the sample agenda that was e-mailed to them earlier this month (a copy is available with this article on IDG Central) and respond with information about potential delegates and feedback about the agenda.

More details will be shared in the coming months. Please direct all feedback, attendee counts, direct inquiries and ideas to **Julie Lynch**, director, Global Knowledge Exchange at julie_lynch@idg.com.

Story ideas wanted

Business unit news, success stories, feature ideas, employee recognition items and other suggestions for IDG World Update may be sent to world_update@idg.com.

[illegible]ne on one

the interview

Bob Carrigan
The CEO of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

"We don't need to own a search engine, but it should be our goal [illegible] be at the top of the results page on major search engines for all topics that we cover on our sites. This is something that is achievable and will yield substantial results in attracting targeted audiences on the Web."

IDG Central Video: Chat with the CEO

Click the link on the home page of www.idgcentral.com to view the video interview of IDG Communications CEO Bob Carrigan discussing IDG's global progress in FY10, the company's "big three" priorities and his thoughts about the importance of user revenue.

A new video file was uploaded last week that will load more quickly than the original.

Q We've heard several times now that IDG is doing very well against plan this year. In your video interview on IDG Central, you noted that the company is actually 170% ahead of where it was at this time last year. Are we out of the woods?

A We are not out of the woods, but we are doing much better than last year, and if we continue to grow revenue and manage our expenses very tightly, we will surely get back on track. As one of the few independent, private media companies left in the market, we need to be especially careful that our costs are covered by revenue. Due to the disastrous global recession of last year, our revenue dropped significantly around the world, as it did with most media companies. We took aggressive measures to reduce costs, and now we are finally starting to see some progress in growing revenue, but we are not yet at FY08 levels.

So, while we are making excellent progress and actually doing better in FY10 than we planned, it will take at least this fiscal year and some portion of next year to get back to pre-recession levels. At that point, I would say that we will be out of the woods.

Q In your interview, you stressed the importance of IDG media brands continuing to focus on increasing user revenue and suggested that they focus on the core 3% to 5% of their most loyal users and develop products and services for this important audience. Can you provide any examples of such products or services?

A I was actually referring to the core of our Web audiences who represent the most loyal customers (those who visit and also go deeper into our Web pages). Due to online search and other easy ways for users to find content, IDG's Web sites attract a much wider audience than we do in print. So, we should use that "large funnel" of incoming users as a marketing tool to ultimately attract a core audience of users who represent our best prospects for charging for content. This is not an easy job, and there are few examples of IDG business units doing this successfully. But in all fairness, it has not been a huge focus in the past, but should be going forward. Macworld U.S. comes to mind with its fee-based Superguides, as one example.

My point here is that it is probably unrealistic and also an oversimplification to simply think of charging all visitors for access to our Web sites. The better approach is to track those users who do the most with us already and start to test ways to get them to pay for various levels of access to content.

Q You also talked about the huge opportunity that mobile platforms represent for content distribution and the opportunity to charge for this content either via subscription or micro-payments on a per-asset basis. What should business units do to get ready?

A Many of our business units are making progress in the mobile area, developing native apps but also optimizing their sites for viewing on smart handhelds. This is the first step in a long journey as more and more users move to the mobile Web. Over time, there will be new methods for charging users for mobile content, but if we are not doing the initial work of making our brands mobile-friendly and attracting mobile users, then we will be behind as it becomes more of a standard practice to charge for mobile content, which is my prediction.

Q You mentioned that it's important for business units to be experimenting with new product and service offerings, but that requires money and people. What do you say to a business unit that feels it does not have the resources necessary to experiment with developing such offerings?

A Having enough resources is our historical challenge as we look at new areas. We are not a venture-backed entity with clearly identified cash that was raised for the express purpose of launching new businesses. We live in the real world of having multiple lines of business (online, print, mobile, events, etc). But on the other hand, we are blessed with access to audiences and existing distribution channels that would be the envy of any pure play, venture-backed start-up. Here is my point: We need to juggle the present business while we experiment with new areas, such as mobile. It is in our best interest to keep looking ahead, of course, and experimentation might require more human effort than anything else given our existing content, end user, and distribution resources. As new ideas take off, we need to manage that delicate balancing act of moving dedicated resources to these new areas so that they truly grow. This is our challenge, and it is not easy, but we have been pretty adept at this in recent years and we are getting better at it all the time.

Q By now, it's fairly clear that the decline in print ad revenue is not simply going to be matched by a commensurate increase in online ad revenue. You've noted that marketers are actually on track to spend more advertising dol-

continued on page 7

IT World Canada Blogging Idol contest generates user content

Improved internal teamwork, closer audience relations are also benefits

Blogging Idol

Where it began

Blogging Idol began as the brainchild of IT World Canada VP/Operations & Chief Strategist **Fawn Annan**, who pitched the idea in early 2008 as a way to try something trendy and different to gain user-generated content.

While the idea percolated amongst the staff, IT World Canada Editor-in-chief **Shane Schick** attended a workshop at the IDG Global Product Line Meeting in Lisbon, Portugal, where there was an open discussion about how to involve readers. He remembers that a number of his fellow editors said their experience showed that IT managers "just wouldn't blog." Despite listening to their frustrations, "we decided to try anyway," Schick said. "I'm glad we did!"

Creating its own twist on the popular TV show, IT World Canada is in the midst of the third annual Blogging Idol competition (http://blogidol.ca). The contest, which runs March 22 to May 7, is designed to encourage Canadian technology professionals to share their experiences in using IT to enhance business value. For IT World Canada, the contest has proven to be an effective means of producing user-generated content, increasing traffic and building closer relationships with its audience.

Some 23 contestants write on a weekly topic determined by ITW Canada editors, though bloggers can also post entries on other topics, provided they relate to the use and management of enterprise IT. Bloggers may post as often as they'd like, no longer than 1,000 words per post. During the first four weeks, the contest has produced some 100 posts and nearly as many comments. At the end of the contest, a panel of judges will choose the contestant whose posts offered the most relevant, valuable and entertaining insight into the use of IT. The winner gets a cash prize of $1,000, and three runners-up will receive retailers' gift certificates worth around $100.

"We know we can't generate all the content we want with staff, so we're looking for creative ways to involve our readers and have more of our content come from them," said IT World Canada Editor-in-chief **Shane Schick**. "Blogging Idol has done that, but what's particularly exciting is that it has been a great exercise in how to work with our audience and turn them from passive readers into active contributors."

HOWARD SOLOMON

*Key staff involved in Blogging Idol are (from left): Project Coordinator **Melissa Langley**, Computerworld Canada Editor **Dave Webb**, IT World Canada VP/Operations and Chief Strategist **Fawn Annan**, Web Developer **Jeff Radecki** and Marketing Specialist **Steven Kawalit**. Not pictured: Business Development Manager **Vince DeCastro** and IT World Canada Editor-in-chief **Shane Schick**.*

Schick said he sees this active audience as the key to shaping IT World Canada into an even more vibrant, Web-centric company, and for that to happen, "we need other people in the company to understand what it takes to get readers to be engaged in the site." To that end, before the two most recent competitions, Schick and ITW Canada's IT team, Web developers, video coordinator and other staff met local contestants at a Toronto pub to go over how to use the blogging platform, review basic procedures and answer questions.

For ongoing assistance, the IT World Canada team has several support mechanisms in place. There is a weekly insiders' newsletter for the contestants, produced by Project Coordinator **Melissa Langley**, that includes articles about the topic of the week and links to other bloggers who have commented on that subject. Schick writes a tip of the week, which recently included a video interview with a renowned Canadian journalist who shared advice on a range of blogging how-to's. To help prospective bloggers who want to participate but didn't get to the Q&A at the Toronto pub, a video on the Blogging Idol site shows them how to use the blogging platform. During the contest, Schick and some Computerworld Canada editors do some Blogging Idol-related tweets as a way to promote what the contestants are writing about and drive traffic.

Annual improvements

The contest has evolved over the years. Originally the winner was chosen based on traffic generated. "Traffic can be generated in all kinds of ways; sometimes it's the quality of the piece, but it can also be an SEO-friendly headline, or maybe the post was used in a newsletter or picked up elsewhere," Schick said. During the first two years BI contestants tended to gravitate toward consumer topics like Twitter or smart phones, which are generally more popular topics. "We deliberately put Blogging Idol under the Computerworld Canada banner, because we wanted to the posts to have more enterprise-focused content."

This year judges will select the winners with an eye toward quality, not quantity. The panels consists of ITW Canada VP/Editorial Director **John Pickett**, one of last year's winners, and Sean Moffitt, who is a well-known personality in the IT blogging and marketing community.

During BI's first year, contestants were restricted to blogging about one specific topic a week. The following two years, when bloggers could choose from among suggestions or choose their own enterprise theme, the number of submissions greatly expanded.

This year, rather than closing registration when the contest began, people can continue to sign on to blog during the competition. This gives more people

continued next page

The Gathering

continued from page 1

previous employers Hardware.no and Teknofil.no. "Now that I am an IDGer, it was only natural to produce the magazine with the PC World editorial staff," Haukebø said. And, he added, "given that PCW Norway has the best editorial staff in the business in Norway, I can truly say we created the best Gathering magazine to date."

PC World Norge staff produced content that focused on gaming products and services of interest to TG attendees, combined with event-based content provided by TG organization, which created a good mix of content for the target group of men between the ages of 15 and 35, Haukebø said. In addition, PC World Norge sponsored the wristbands attendees wore "which meant that almost 6,000 people had the PCW logo on their wrists for the duration of the event," Haukebø said.

The Gathering World was published in conjunction with The Pegasus magazine, the official magazine of Hyperion, the group responsible for producing TG. The 50-page Pegasus magazine was bound into the back of The Gathering World, and Hyperion paid for most of the production costs. In addition to the magazine, PC World Norge had a booth at the event where it distributed copies of both The Gathering World and PC World Norge, signed up subscribers for PCW Norge and its online newsletter, and sponsored gaming tournaments. "In addition to the obvious financial benefit, our participation in The Gathering afforded us a highly visible platform where our current and future readers came together for five straight days. It also gives IDG Norway a unique position among the various tech niche media in Norway and opens up possibilities for new products and reader groups. PC World made a good and, hopefully, lasting impression."

The Gathering has been attracting gaming enthusiasts to Norway for five days each year since 1992. Since 1996, the event has been held in the Vikingskipet Olympic Arena to accommodate the growing crowds, which this year, approached 6,000.

"Not only did the publication make a solid contribution to our bottom line, but we also had fantastic PR in the form of interviews conducted from our booth at the event that were broadcast on the national news channel," noted **Morten Hansen**, managing director, IDG Norway. "Most important, this is a key meeting point for many current and future users of our products and services. There is no doubt in my mind that we have made an important connection with The Gathering that will continue for years to come."

For more information about The Gathering, visit www.gathering.org or contact Sturla Haukebø at sturla.haukebo@idg.no.

Blogging Idol

continued from page 4

a chance to participate — at least eight signed on after the official start date — and because there is no minimum number of posts required, someone with a smaller number of very high-quality submissions may win. While the first Blogging Idol had a two-month sign-up period before the contest began, the last two have had a two-week warm-up period. "This lets people test the waters without feeing the pressure of actually competing," Schick said, "and if they have questions or there's a bug in the system, we get feedback up front."

Schick

When Blogging Idol began, the staff expected cut-throat competition amongst the bloggers, but participants have been very supportive of each other. "They offer constructive comments on each other's posts, and they meet and develop friendships," Schick said. "We're all about community, and this has been a great vehicle for that."

"Over time we've changed how we define the success of this project," he added. "First it was building traffic, then quantity of user-generated content and now it's more about what we can learn from this process. We're happy the posts are more relevant to our audience and more substantial than ever before."

While Blogging Idol was not created as a revenue-raising activity, it has brought in "lots of soft benefits that will turn into bigger things," Schick said. "Clients are always asking our sales team what they are doing with social media that's different." During a presentation for an IBM integrated media campaign, the team specifically referenced Blogging Idol as one of its social media projects, and it helped them win the business, he said.

Write to sschick@itworldcanada.com.

Bloggers refine their skills

About half of this year's bloggers are repeat Blogging Idol contestants. While IT World Canada Editor-in-chief **Shane Schick** had been concerned some visitors might not like seeing previous contributors, the influx of new bloggers during the contest and the improvements in the quality of the posts have avoided any negatives. "Our repeat bloggers clearly find value in the contest; it's a chance for them to develop their skills. We benefit, as well: last year's winner is now blogging for us, and we've invited several other past contestants to be part of some of our regular group blogs."

IDG, IDC Hungary

continued from page 1

"We are fortunate," noted IDG Hungary General Manager **Istvan Biro**, "that the event audiences for our two companies do not overlap greatly. IDC tends to focus on the BtoB side with an emphasis on high-level, exclusive events featuring top-ranking international speakers, upscale venues and first-class amenities. IDG is stronger in BtoC, including gaming. Where we do cater to a business audience, we generally focus on smaller workshops with targeted, thematic content for CIOs and other technical experts in a smaller, more intimate setting."

"IDC is well-known for its premium events while IDG is regarded as a leading print and online IT publisher," added Komaromi. "Our goal was to join these two competitive advantages in a model that creates incremental business value for both parties."

Among the areas of cooperation covered in the agreement are the following:

> *"IDC is well-known for its premium events while IDG is regarded as a leading print and online IT publisher. Our goal was to join these two competitive advantages in a model that creates incremental business value for both parties."*
>
> *— Zoltan Komaromi, managing director, IDC Hungary*

IDG Hungary handed out cake at its booth at the recent IDC Security Roadshow in exchange for collecting business cards from approximately 80 of the 180 attendees.

- IDG will provide media coverage — both print and online — of all IDC events.

- Copies of Computerworld Szamitastechnika will be available onsite at IDC events as part of the registration package.

- Online and/or print supplements to Computerworld Szamitastechnika can be purchased by IDC event partners.

- IDC event partners can advertise in CW Szamitastechnika. and the two companies will split revenue on either a 70:30 (IDG:IDC) or 85:15 basis, depending on whether the client presents at the event.

- IDG and IDC will share in the advertising revenue on the above-mentioned basis regardless of which company makes the first contact with the partner. This is intended to reduce competition in the acquisition phase.

- The two companies will share up-to-the-minute online sales acquisition information to optimize the sales approach and avoid contacting prospects more than once.

- IDG can maintain an onsite presence at IDC events with the goal of obtaining leads.

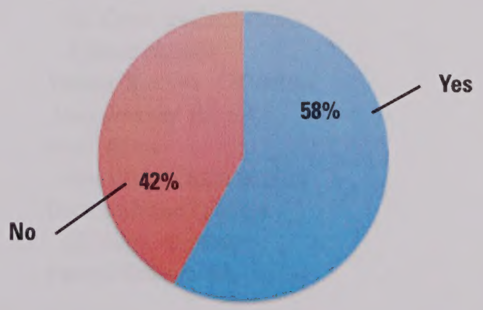
"We believe that IDC events have a marketing value that goes beyond the events themselves and that we can capitalize on and even increase this value by assuring a better and more dedicated media presence. For this, IDG is the premium choice," Komaromi said. "For IDG, this extra marketing value means better chances to sell media linked to the IDC events. Further synergies may lay in sales where the two companies also complement each other well, as we often target different companies and decision makers in different positions."

The IDC Security Roadshow, held March 18 in Budapest, was the first event subject to this new cooperative agreement. Though the agreement was finalized only weeks before the event, IDG was listed as a partner in all marketing collateral and was onsite at the event with a booth where it passed out copies of Computerworld Szamitastechnika and collected leads. Editorial content in several issues of CW Szamitastechnika (both print and online) helped increase the event's exposure within the industry. And despite the short lead time, one IDC Roadshow sponsor purchased advertising from IDG in connection with the event. The two companies are currently cooperating to build awareness and sales for IDC's upcoming Storage Virtualization and Datacenter Roadshow 2010 set for May 18 in Budapest, Hungary.

For more information, contact Istvan Biro at ibiro@idg.hu or Zoltan Komaromi at zkomaromi@idc.com.

Question of the Week results for April 19

Do you tweet?



Log on to www.idgcentral.com to vote on this week's question:

Do you think airspace over Europe was closed for a needlessly long time due to the volcanic ash cloud?

One on one

continued from page 3

lars online than they ever did in print, so where is it going?

A Actually, it is not true that the decline in print ad revenue is not going to be matched by an increase in online spend. Online ad spend is bigger in our category than print ever was, and it is predicted that overall online ad spend will pass magazine ad spend in the U.S. this year. I believe that online ad spend will ultimately get bigger than the peak of magazine ad spend. The challenge with online is that we are not getting as high a share of revenue as we did in print. Search takes 40% off the top and there are many, many competitors in the interactive world. This is why we need to remain aggressive in launching new interactive initiatives to grow our share of revenue.

Q IDG is now pushing hard in three areas that you've dubbed "the big three," which were hardly on our radar screen as little as two years ago. Can you talk briefly about the importance of these businesses to IDG's future success?

A The "big three" is a focus on driving more business in the areas of lead generation, social media and vertical ad networks (the IDG TechNetwork). This is just a way to put a focus on three areas that are hot today and will continue to grow. There are certainly other areas of opportunity, most notably mobile. But the big three are here and now in terms of meaningful revenue and should be a big focus, especially for our larger business units.

Q During your interview you talked about growth in ad networks and social media spending as well as how vendors are making big investments in the search space. I know IDG offers products and services for lead generation, ad networks and social media solutions. Are we preparing some kind of product or service for the search arena?

A Search is the single biggest area of ad spend on the Web and is dominated by a few key players in each market around the world. While search is largely ad-sponsored, it is powered by significant technology. This is an area where it would be unrealistic to say that we should launch a product to compete directly with Google or another search provider, but it is absolutely an area where we should be focused in terms of getting our sites to the top of search rankings and leveraging search to drive new users via SEM and SEO. We don't need to own a search engine, but it should be our goal to be at the top of the results page on major search engines for all topics that we cover on our sites. This is something that is achievable and will yield substantial results in attracting targeted audiences on the Web. WU

noteworthy people

New employees

Lee

IDG WORLD UPDATE

GamePro has hired **Christopher Lee** as a Web developer. He was previously a Web developer/designer with Hornblower Cruises and Events. He holds two associate's degrees in science from Heald College in San Francisco in electronics and networking technologies. He spends his free time gaming, working on his Web site www.beerbellygear.com and recently "survived a weekend by myself with my little daughter while mommy went off to Vegas." *clee@gamepro.com*

Sandra Gray is the new executive director of the **CIO Executive Council**. She was previously senior VP with Rapid Ratings International and before that VP with Time-Warner's Synapse Group. She holds a B.S. in photographic engineering from the Rochester (N.Y.) Institute of Technology and enjoys time spent with her family. *sgray@cio.com*

Chartier

Macworld's new associate editor is **David Chartier**. He was previously chief media producer for Agile Web Solutions, a Mac, iPhone, and iPad software company best known for making 1Password, a password and identity manager. He holds a B.F.A. in multimedia design from the University of Colorado/Denver. Away from the office, he enjoys cycling, snowboarding, gaming, "drinking coffee and acting like I know something about it, keeping up with our two blue heelers and being husband to my high school sweetheart." *dchartier@macworld.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18
Kimberly Brinson *PCWorld*

14
David Daoud *IDC*

12
Henrik Almén *IDG Sweden*

11
Jennifer Malkasian
IDG Research Services
Peter Short *IDC*
Curtis Price *IDC*

9
Scott Ellison *IDC*

8
Kevin Brodie *IDC*

7
Lisa Borthwick
IDG Global Solutions EMEA

6
Shirley Ba *IDC China*
Raymond Huo *IDC China*
Jacky Wang *IDC China*

3
Jonathan Bassett *IDC*

2
Fong Yang Chua *IDC Malaysia*
Barry Lim *IDC Malaysia*
Ayon Das
IDC Center for Consultancy & Research/India
William Brenner *CXO Media*
John Delaney *IDC U.K.*
Ivone Alves
Now!Digital Business/Brazil
Dorthe Meyhoff Jensen
IDC Nordic/Denmark
Patrick Graham *IDC*

1
Edward Scott
IDG Global Solutions EMEA
Sean Mirkovich *GamePro*

celebrating 10!

Name
Jim Hutson

Home
Modesto, Calif.

Joined PCWorld
August 1999 as an Applications Developer.

Current title
Director, Applications Development. In addition to developing the pcworld.com and macworld.com Web applications, I also spend a significant amount of time developing our custom content management system that editors, ad ops and other folks use to create and manage the content on our sites. As the team lead, I also enjoy the honor of the coaching and professional development of the other software developers on our team. It's quite a humbling task to help guide and grow such talented and creative colleagues.

Career highlight
I think taking part in putting together this amazing team of developers that are talented, motivated and work very well together has been a long process that I can be proud of to a certain extent. I feel like our team is maybe two or three times as productive as other software development teams that are two or three times the size of ours.

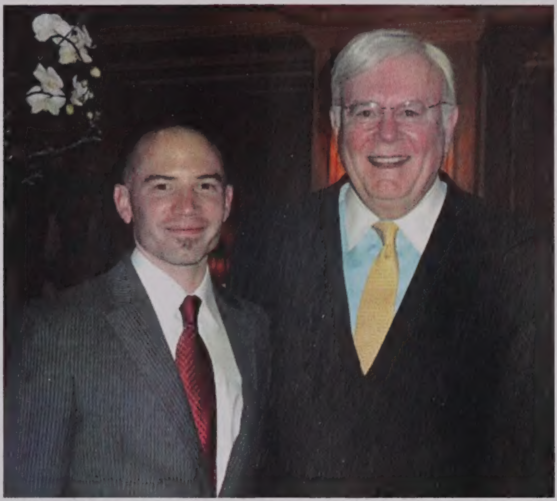
I joined IDG because
To be honest, it was mostly because I ay Area there were tons of programming positions available, and I decided to go with PCWorld because its business seemed a lot more reasonable than the various fly-by-night start-ups out there at the height of the dot-com boom.

What's kept you at IDG for 10 years?
It really feels like an organization that cares as much about its employees' well-being as it does about its outward business objectives/missions. Before starting at PCWorld I never held a steady job for more than a year or so, and I figured this would be the same. But it has just always been too productive, too challenging and too friendly of an organization to ever walk away from.

Interests outside the office
I really enjoy learning and practicing Tai Chi Chuan.

Family
Gabi is my girlfriend of about five years. She and her kids Madi, 15, and Matthew, 13, all moved into my house about a year ago. We're all super busy with work, school and hobbies, but we feel really lucky to all be in good health and to hang out together on the weekends.

Most rewarding thing you've ever done
Participating in healthy and happy relationships with my girlfriend and her kids has been the activity/process that I'm most proud of in my life.



PCWorld, Macworld Director, Applications Development ***Jim Hutson*** *(left) was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating his decade of service to the company.*

What talent do you wish you had
I started playing drums several years ago and really enjoyed it but just did not have the amount of time needed to get very good at it. I love music, and if I can figure out a way to magically get an extra hour or two out of each day I would spend it rocking out.

First job?
It was at a Koi (fish) farm. I had to gather up thousands and thousands of baby koi and pick out the few dozen most "beautiful" ones which would be allowed to live to adulthood and sold to customers. The rest got chopped up and turned back into fish food. I also had to do a lot of physical labor like digging trenches and cutting down tall grasses and weeds.

What it taught you?
I started to understand that whole "beauty is in the eye of the beholder" thing a really profound way. I also learned that a guy my size was never gonna make it anywhere in life unless I really focused on getting a higher education and putting my mind to some good use.

Manager's profile
"Jim has been instrumental in the growth of PCWorld.com and Macworld.com over the years. From leading development on some of our our earlier sites to managing through massive change in more recent years, he has consistently maintained a professional, forward-thinking approach to his work. As a developer he is experienced and knowledgeable, and is very good at thinking through many-layered problems to find the simple solution. As a manager and colleague, he is always willing to go the extra mile to help, and maintains a cheerful and patient disposition when working with people of all levels of technical expertise. In short, Jim is a joy to work with and to manage, and is a true cornerstone of this organization."

—Aaron Jones, CTO, PCWorld and Macworld

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Istvan Biro *IDG Hungary*
Hien Bui *IDG Vietnam*
Bob Carrigan *IDG Communications*
Morten Hansen *IDG Norway*
Sturla Haukebø *IDG Norway*
Kerstin Kammann *IDG Germany*
Zoltan Komaromi *IDC Hungary*
Canio Martino *IDG Germany*
Csaba Melovics *IDG Hungary*
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IDG WorldUpdate

3 MAY 2010
VOLUME 40, NUMBER 16

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Macworld readies app, Zinio version of publication for iPad

> *"We will find a smart way to turn our app business into a subscription-based revenue stream."*
> *— Stephan Scherzer, PCWorld/Macworld EVP/general manager*

Apple's recent launch of the iPad in the States means new initiatives from Macworld U.S. to take advantage of the tablet computer, including an iPad app that other IDG business units may be able to adapt.

The San Francisco-based business unit is currently taking two approaches to the iPad. "We're working with Zinio on a digital version of our monthly magazine," said **Jason Snell**, Macworld VP/editorial director. "The Zinio iPad app was in the App Store the day the iPad launched. Macworld has been selling issues via Zinio for years now. The new digital version will be the print magazine with some additional multimedia elements, such as slideshows and videos."

Macworld is also in the process of working with a third-party developer on a custom Macworld iPad application. According to Snell, the app will use XML feeds from Macworld's content management system (CMS) to deliver an experience that's "richer than our Web site but more timely and more digitally native than the monthly print magazine. We're hopeful that by building this app on standard XML feeds and owning the code, other IDG business units around the world will be able to adapt what we're building for

IDG WORLD UPDATE

*Macworld Senior Associate Editor **Heather Kelly** and VP/Editorial Director **Jason Snell** with their iPads. Kelly's shows Macworld's iPad Starter Guide digital book, while Snell's displays the Zinio digital edition of Macworld magazine.*

continued on page 5

Inside this issue

One on one IDC SVP/Chief Research Officer John Gantz *page 3*

IDG Germany launches CFOworld magazine *page 4*

Min names Bob Carrigan to its Digital Hall of Fame *page 4*

Celebrating 10 Macworld's Jon Seff *page 8*

New IDG Germany team takes on database operations

The IDG Business Media group in Munich, Germany, created a Database Operations team on April 1 that has exclusive control over IDG Germany's customer relationship management (CRM) system, a 1.5 million-name database with data on users who interact with any of the brands within IDG Germany's Business Media, IDG Magazine or IDG Entertainment groups.

> *"Our CRM system gives us the opportunity to learn a lot about our readers' behavior, which is the key to developing new reader revenue strategies. We know which events our users go to, which newsletter and print subscriptions they receive and what kinds of PDFs they download."*
> *— Jonas Triebel, database operations manager*

The new group also handles circulation management for the company's B2B publications: Computerwoche, CIO, CFOWorld and TecChannel. IDG Germay's other two divisions, IDG Magazine and IDG Entertainment, still have their own circulation management teams, but they can access all of their user data through the IDG Germany CRM system that is maintained by Database Operations.

"As IDG Germany becomes an increasingly database-centric company, we saw the need for a new department that has the knowledge, the time and the resources to take care of our vast amount of user data," said Publisher **Michael Beilfuss**.

"We are very proud of our CRM system," said Database Operations Manager **Jonas Triebel**. "Not only is it a huge database, but our CRM system gives us the opportunity to learn a lot about our readers' behavior, which is the key to developing new reader revenue strategies. We know which events our users go to, which newsletter and print subscriptions they receive and what kinds of PDFs they download. All this gives us a great 360° view of the user, and we love to optimize our marketing with this information."

The new group is involved in some activities that had not been done previously, such as continuous address

continued on page 2

Database

continued from page 1

CORD MÖLLER

The Database Operations team ((from left): ***Jonas Triebel****, manager, Database Operations;* ***Mirja Wagner****, audience developer;* ***Claudia Völk****, audience developer;* ***Margarita Pogorelova****, Database Operations trainee;* ***Georg Sing****, e-mail marketing manager.*

qualification. This effort involves adding more user data for people who may not have revealed anything besides an e-mail address when they registered online for something. The Database Operations team gave away free tickets to CeBIT for every user who was willing to complete a full registration form. "This kind of offering gave us a lot more personal data than people may have been willing to reveal for just a newsletter registration, for example," Triebel said.

Another example of a new CRM initiative was an effort to increase newsletter readership. The team recently ran a selection on CIO readers who have an active print subscription but no CIO newsletter subscription. Those readers received an e-mail with a CIO newsletter offer. The conversion rate was 10%, and the CIO newsletter gained hundreds of new readers.

The team's responsibilities include:

- Controlling circulation costs, managing the external circulation vendor and coordinating all circulation marketing.
- Database analytics.
- Providing data selections for all event and webcast invitations.
- Creating new reader revenue strategies for B2B products. *Example:* Creating new circulation packages for Computerwoche where print and premium online access are available for a premium price.
- Targeting potential buyers for books and e-books. *Example*: The new series of TecChannel and Computerwoche books, which use both repurposed IDG content as well as new content created by freelancers, depending on the book, are marketed using the CRM database. Users who attended an IDG Germany Web 2.0 event, for instance, would receive an e-mail about a book on that topic.
- Continuous growth of the B2B database. *Example*: New address information can come from cooperative relationships with vendors, such as co-registration agreements. Users may order a laptop from a Web vendor and have a chance to click a box that says "Yes, I would also like to receive a copy of Computerwoche." Another recent example was a raffle for two tickets to a Formula One racing event via CIO magazine, and those individuals who signed on agreed to have their data used for CIO marketing.
- Database enrichment. *Example:* The team looked at all the different qualification criteria, such as job function and industry, within IDG Germany and mapped the criteria on a consistent data standard, which produced 30,000 newly qualified addresses. Recently acquired names might have "financial industry" as a criterion, but older names might have "banking" or "investments," and those relevant names would have been missed if a data select for "decision makers from financial services" had been done prior to the upgrade.

"Most of our current and future product initiatives and services to both readers and advertising clients depend on the availability of qualified, permission-based user data," Beilfuss said. "Jonas's team is doing a fantastic job in growing the database, requalifying existing and new datasets as well as providing reliable services to both internal and external clients. I'm sure that the Database Operations group will be a important key to our success in the B2B area today as well as in the future."

Write to jtriebel@idgbusiness.de.

Success converting controlled subscriptions to paid

The Database Operations team has been involved in converting the formerly controlled circulation base of Computerwoche and CIO print readers into paid subscribers. For example, Computerwoche readers received a letter from the staff "where we pointed out quite honestly that we can't offer this publication for free any more due to the changing economic climate," said Database Operations Manager **Jonas Triebel**. "We told them we valued them as customers and that we needed to charge a fee for producing and shipping the publication. Those readers who didn't want to pay were dropped from the list four weeks after the first – and only -- invoice."

That campaign yielded a conversion rate of about 35% — "a huge success for us" — with those readers now paying an annual average subscription of 30 euros (US$40). CIO's conversion process is ongoing.

Write to Jonas Triebel at jtriebel@idgbusiness.de or tel: +49-89-36086-880.

the interview

one on one

John Gantz
IDC's SVP/chief research officer is this week's columnist. Reach him at gantz@idc.com.

> *"Because of the [Digital Universe project's] methodology, IDC is probably the only company on the planet that could do this. The results are astounding and fun to turn into everyday metrics... By 2020, if all the gigabytes in the Digital Universe were burned onto DVDs, the stack would reach halfway to Mars."*

Q What are the near-term prospects for the IT industry in the U.S. and abroad as the global economy emerges from these tough economic times?

A Our latest forecast for 2010 IT industry growth in the U.S. is 5.2% to $503 million, about what it was in real dollars in 2007. The economic crisis chopped $50 billion out of the U.S. market in 2008 and 2009, based on our forecasts from before the crash. Now we see a resurgence of growth in hardware that is satisfying. Double digits in servers, 8% in disks, and even 5% in PCs. Software and services will come back a little slower, as they depend on new projects, which are dependent on new IT initiatives, which are only now beginning to pick up.

Q You've seen many booms and declines in the tech industry over the years. What have we learned from previous cycles that will help us navigate the current cycle?

A What I have noticed is that there are ups and downs related to the economy, like the current one, and those related to sea changes in the industry. There have been three of the latter, one centered around the mainframe, one around the PC, and the latest around the Internet. In each case there is a period of irrational exuberance, a crash, then 10 to 15 years of long, slow growth where the real money is made. For us, the last big technology cycle crash was in 2001 and 2002. Now we're in the sweet spot of the long growth period – but also just coming out of a horrible recession. But you know what? Worldwide IT spending still didn't fall as much in 2009 during the economic crash as it did in 2002 during the technology crash.

Q We hear a lot about the Intelligent Economy. What is it, and who will be impacted by it?

A I think of the Intelligent Economy as the combination of computers, chips and sensors attached to almost everything — like thermostats, electric meters, automobiles and, of course, people — and tied to software that does something with all the information that this provides about the environment, our behavior and our interactions. Patient monitoring systems feeding electronic medical records. Wireless pacemakers being reprogrammed without surgery. Real-time analytics of customer buying patterns, predictive analytics supporting customer service calls. Smart grids, smart cities, smart buildings, smart highways and so on...the sky is the limit.

Q What are your impressions of the iPad, and do you think it will be a game changer as some pundits predict?

A Think of me as an optimistic curmudgeon. I have lived through at least three incarnations of tablet computers, none of which came to much. And remember the Apple Newton? But I guess this time it could be different – the applications and content are there. But I still see this as something from the last era, as sort of a PC, while I see the iPhone as something from the next era. And the iPad platform isn't particularly open, which, history has shown us, is always a problem in the long run (reference the Macintosh market share compared to the PC, the PBX versus the computer as an office machine). So we'll see.

Q You've done a lot of projects for IDC over the years. What's are some of your favorites?

My most enduring was the creation of a "Web Index," based on advice – or was it a challenge? – by Bob Metcalfe that IDC needed some kind of publicity gimmick to get our growing body of research about the Internet noticed. Building an index meant building a fraction, the numerator and denominator of which were stats about the Internet. Number of Web sites, number of people with access, amount of commerce and so on. Those input variables eventually became a worldwide model of Internet usage and commerce, which is still a product today, 15 years later. All from an offhand suggestion.

My favorite project, though, was Project Magellan, our model for predicting the impact Y2K would have on the global economy. We were the only research group that said the answer would be "nada." No one listened to us before Y2K, but they were sure anxious for us to tell them how much money was wasted getting ready for it after Y2K. The best part was that we had analysts from every time zone calling in right after midnight on 12/31/1999-1/1/2000 letting us know if the lights were still on. The first call was from an airplane between Tokyo and Honolulu somewhere east of Tonga. The same analyst made the last call, from Honolulu. What a gas.

Today I really like the one we do for EMC, predicting the size of the "Digital Universe," or all the information (in exabytes) created or captured in any one year. To get the number we take the total population of devices on the planet, multiply by usage (e.g., number of images taken a year on a camera phone) by the gigabytes per unit of content, and adjust for new

continued on page 6

Magazine follows successful launch of CFOworld.de site

CFOworld
Zeit Wende

CFOworld magazine debuts about five months following the launch of the CFOworld.de Web site.

Last October, following the demise of CFO, Europe's only existing magazine and Web site for CFOs, IDG Business Media rushed to fill the void with CFOworld.de, a Web-based resource for German-speaking chief financial officers. (See IDG World Update, Oct. 26, 2009.) With strong initial support from Oracle, which has been supplemented by other industry leaders including Microsoft, SAP, SAS and EMC, CFOworld.de has enjoyed tremendous growth in its first seven months with ad impressions growing steadily from 40,000 in October 2009 to 233,652 in March of this year. At the same time, editors built strong relationships with a number of leading CFOs and financial organizations. The success of the site gave Business Media Publisher **Michael Beilfuss** and his team the fuel they needed to launch CFOworld magazine on March 29.

"The point was to provide the market with a clear signal, to proclaim, 'We're here,' and CFOworld magazine is the appropriate vehicle," said **Sebastian Wörle**, head of sales at IDG Business Media Germany. "Print is still very important in the German market," Wörle explained, "and thanks to strong support from Oracle, we were able to launch this publication."

"We will now work to capitalize on the wave of excitement triggered by this launch and sign other sponsors for future issues," said **Thomas Friedl**, key account manager for CFOworld.

The CFOworld site and publication cater to a category of business professionals whose role is undergoing significant changes, said **Sascha Alexander**, the magazine's editor. "CFOs are no longer merely financial controllers, but increasingly they are assuming responsibility for overall business strategy. What counts today is the 'networked financial officer,'" Alexander said. "CFOs are going to transition into real advisors in their companies."

Print is still very important in the German market," said IDG Germany Sales Director ***Sebastian Wörle*** *(r), shown here with CFOworld Editor* ***Sascha Alexander.***

Like the Web site from which it grew, CFOworld magazine aims to provide a blend of content written by IDG Business Media journalists and partners in the industry. "The site and the publication content is not exclusively provided by the editorial staff," Alexander said. "Both incorporate articles and commentary provided by our target audience." For example, the launch issue of CFOworld contains an article authored by Bionorica CFO and CIO Michael Rodel on liquidity management and former Altana CFO Andreas Gorwitz on his personal conclusions drawn from the financial crisis and economic downturn.

The launch issue was sent directly to 17,000 qualified senior executives. An additional 3,000 copies were sent to media agencies, partners and the sponsor. In keeping with its new policy of no longer offering free subscriptions, IDG Germany sent complimentary copies of this first issue — all of which contained a subscription offer for future issues — to its target readership.

For more information, contact Sebastian Wörle at swoerle@idgbusiness.de. WU

Min names Carrigan to its Digital Hall of Fame, honors Tech Dispenser

(L-R): IDG Syndication and Networks CEO ***Peter Longo****, IDG Global Solutions President* ***John O'Malley****, IDG Communications CEO* ***Bob Carrigan*** *and IDG Strategic Marketing Services President* ***Matthew Yorke*** *at the Min's award ceremony.*

IDG Communications CEO **Bob Carrigan** was one of six publishing executives inducted into Min's Digital Hall of Fame at its annual Best of the Web awards last week in New York City.

In presenting the award, Min's called Carrigan "one of those rare b2b executives who saw the Internet coming, participated in its evolution and brought that knowledge to the top post of the one of leading media companies in the world. Under his leadership IDG was among the first legacy media companies to see a majority of its ad revenues come from online. "

In addition, IDG Enterprise won an In-Box award for Tech Dispenser (see IDG World Update, Feb. 8, 2010). Said Min's: IDG Enterprise emphasized flexibility in the conception and design of its TechDispenser newsletter. Working from a customizable newsletter template aimed at IT leaders, IDG Enterprise seeks to address customers' specific information needs by filtering technical content according to their interests, be it professional advancement or mobile-focused news." WU

More online

To see a short video of Bob Carrigan's acceptance speech as well as a video in which the IDG CEO plays a mean Dueling Banjos (with himself on YouTube) visit www.idgcentral.com.

Macworld iPad

continued from page 1

their own properties once we're up and running."

Snell said Macworld plans to get its series of 11 Superguide educational books onto the iPad "in some form." Apple's iBooks app supports the ePub format, which Macworld has been using to generate Superguide apps for the iPhone. "Our hope is that we'll be able to get into the iBookstore" — Apple's content sales and delivery system for the iBooks app — "but it's very early days, and there is a huge line of publishers trying to get in there."

As a fallback Snell said Macworld would find some other mechanism to allow people to read its Superguides on the iPad. "In the meantime, we're distributing a free e-book that users can download from our site, drag into iTunes and sync to iBooks on their iPad. We think our existing books (both in ePub and PDF formats) look great on the iPad. The challenge is finding a way to let people buy them and transfer them over easily."

GET GOING! 12 iPhone GPS Apps Reviewed
Macworld
iPad!
Inside Apple's Revolutionary $499 Tablet
iPad Starter Guide

IDG WORLD UPDATE

Macworld VP/Editorial Director Jason Snell said Macworld plans to make its 11 Superguides available on the iPad, though the pricing will depend on whether they can be sold directly via the iBookstore or wrapped in some kind of app package.

Snell said he sees iPad apps as not just an important R&D project for IDG but as an opportunity to push the concept of paying for content to an audience that has been trained to get it for free on the Web.

"Our Superguides have proved that users will pay for digital content, and we'll continue to offer them," Snell said. "What the prices will be on the iPad will have a lot to do with the delivery mechanism and whether we can sell them directly via the iBookstore or if we need to wrap them in some sort of app package."

Macworld's App Gems app, which delivers recommended Apps of the Day, chosen by Macworld editors, currently works only on the iPhone and iTouch and is focused on apps for those products, Snell said. "We're talking about what would be required to update App Gems to also support the iPad. That's a challenge because not only will it require more engineering work but a separate stream of iPad apps."

Pricing for Macworld's iPad apps is still being discussed. "Right now our inclination is to have the Macworld content app be a free download so people could try it out," Snell said, "but above a base level of functionality it would require a paid subscription. There are lots of moving parts in play with this, including Apple's own restrictions on what publishers can charge for."

"We will find a smart way to turn our app business into a subscription-based revenue stream," said **Stephan Scherzer**, PCWorld/Macworld executive VP/general manager. "In Japan more than 80% of all paid apps are for monthly subscriptions. In Europe all major publishers start with subscription-based offers. This is the way to go for our app."

Asked why a publication would need apps for both the iPhone/iTouch and the iPad, Snell said iPhone apps run on an iPad appear in a tiny window or at an enormously pixelated double size because the iPhone's screen is so much smaller than the iPad's. "As a result, the iPad really requires apps that are optimized for its screen size. The good news is many apps can run on both platforms with interfaces that are customized for the different screen sizes. We're targeting the iPad with our new app development because we think it's a much better reading device than the iPhone. However, it should be possible for our iPad app to run on the iPhone as well if we decide to make it do so."

According to Snell, Macworld has worked closely with third-party developers to create its apps. "We come up with specs and sometimes design resources as well. The third-party developers supply the knowledge of building apps using Apple's development tools. We work together on testing, and there is some back-end development work that is done on our side, such as feeding content from our CMS."

Going forward, Snell said the major lesson Macworld learned from creating iPhone apps is "to have a clear vision and make it clear to the developer what we want. We learned a lot of lessons about the value of creating a focused concept for our app before we started building it, of being ruthless with quality control and of remaining engaged throughout the development process."

Snell said he hadn't yet seen any "major movement" toward iPad apps from Macworld's competitors. "I'm sure they're coming, though. And I'm pretty sure on the print-magazine side everyone will embrace a digital replica strategy. Our competitor MacAddict uses a browser-based approach. Being with Zinio from day one gives us an advantage."

For more information contact Jason Snell at jsnell@macworld.com or http://twitter.com/jsnell.

iPad projects around the globe

Although the iPad won't begin go on sale outside the U.S. until the end of May, IDG business units other than Macworld are testing the iPad waters.

IDG Netherlands has come up with a "pretty cool" app for the tablet computer, said Managing Director **Lennard Hoogenraad**, one that will let users select different IDG content categories and offer marketing opportunities to advertisers. "We are waiting for a quote from an external developer. If it's not too expensive, we'll develop the app so we own the code. We don't expect to make a fortune with it but look to strengthen our image as innovators and gain development experience."

Macworld U.K. Editor-in-chief **Mark Hattersley** said they have managed to secure a few iPads (thanks to Macworld U.S. VP/editorial director **Jason Snell)** and are working on a 64-page "bookazine" with guides and tutorials timed to coincide with the U.K. pre-order date.

Macworld U.K. will also offer a digital edition of the guide from Ceros, which will be distributed via Macworld U.K.'s Web sites. "Like Zinio, Ceros is developing an iPad app to push its digital editions," Hattersley said.

"We are also working on an eBook edition of our 'Complete Guide,' plus other titles using Google's Sigil software," Hattersley continued. "These can be distributed and sold as epub documents and imported directly into the iPad's iBooks app."

Finally, Macworld U.K. has an iPhone app that aggregates and caches content from its Web sites that it will develop into an iPad app.

IDG Sweden is currently working on an app that will let readers buy and download digital copies of IDG Sweden magazines. "Our goal is to have the app ready when the iPad starts shipping here," said **Pontus Jeppsson**, IDG Sweden director of mobile services, "although we still don't know exactly when that will be."

people

noteworthy

New employees

Landra

Franco Landra is the new financial controller at IDG's **International Controller's Office** in London. In 2008 he held a similar title with ING Funds in Lima, Peru, then took two years off to get his MBA with a concentration in finance at the London Business School. He also holds a B.S. in business and accounting and is a chartered accountant. Outside the office he enjoys squash, deep-sea diving and reading about history and economics. *franco_landra@idg.com*

Harvey

Sarah Harvey is the **CIO Executive Council**'s new client relationship associate, coming from Target where she was an executive in training. She also has a background in real estate sales and development. A graduate of the University of New Hampshire's Whittemore School of Business, she holds a B.S. in business administration and marketing. In her free time she "absolutely loves to ski, whether in New England or traveling to do so." *sharvey@cio.com*

Pamela Carlson is the new executive assistant at **IDG Enterprise**, a title she also held at Interleukin Genetics, Inc. She earned a two-year secretarial certificate from the Katharine Gibbs School in Boston and enjoys cooking, working out and time spent with family and friends. *pcarlson@idgenterprise.com*

Previously a consultant with Camco International Group, Inc., **Casey Hogan** joins **IDC Energy Insights** as an analyst. She holds a B.A. in economics and a graduate certificate in geographic information systems from the University of Wisconsin/Madison and a masters in public administration from Columbia University in New York City. Away from her desk, she enjoys skiing, hiking and cooking. *chogan@idc.com*

Returning employees

Previously an editorial assistant with CIO.com, **Ashley Wilson** joins **IDG Strategic Marketing Services** as a social media analyst. She was most recently an integrated Web marketer with Allen Roche Group. She holds a B.A. in English from Endicott College in Beverly, Mass., and an M.S. in advertising from Boston University. Outside the office she enjoys writing, attending fashion shows, crafting and trying new restaurants. *ashley_wilson@idg.com*

Chris Jarmul returns to IDG as senior account executive, Industry Accounts with **IDC**. She has worked for PC World and IDC, the latter for nearly 13 years, retiring as VP of sales. She then traveled, lived in Europe and came back to the U.S. to work for a non-profit before returning to IDC. She holds a B.A. from Gannon University in Erie, Pa., and enjoys volunteering, gardening and being a new grandmother. *cjarmul@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on one

continued from page 3

compression algorithms in the forecast. Because of the methodology, IDC is probably the only company on the planet that could do this. The results are astounding and fun to turn into everyday metrics. More bits in the digital universe than stars in the real one. The equivalent of the Digital Universe in copies of the Obama health care bill would cover the landmass of the U.S. to a depth of three feet. By 2020, if all the gigabytes in the Digital Universe were burned onto DVDs, the stack would reach halfway to Mars. Today's Digital Universe is the equivalent of 8.6 quintillion tweets.

Q What have been the best aspects of your 25-year career at IDC?

A For me it's interacting with my colleagues, pursuing interesting new research directions and playing industry guru from time to time. IDC and IDG have offered me lots of freedom to follow the new trends, the industry, the technology and the markets are always changing. In those 25 years I have been challenged, worried, elated, eager and anxious. But never bored. WU

Contest: Describe your job in six words

You know very well what your responsibilities are at IDG, but do you ever have trouble describing them to someone else? Wouldn't it be handy sometimes to be able to define your job in simple terms? Here's a chance to do just that , and have a little fun in the meantime – and possibly be rewarded for your effort!

Describe your job in six words or less – humor is welcome – and send it to world_update@idg.com by Tuesday, May 18. IDG World Update will publish the best ones, and send an IDG pen to the authors.

Just to get your ideas flowing, here are a few examples from outside the IT realm:

Musician
Noodles with notes for auditory pleasure

Doctor
Investigates, heals to assure good health

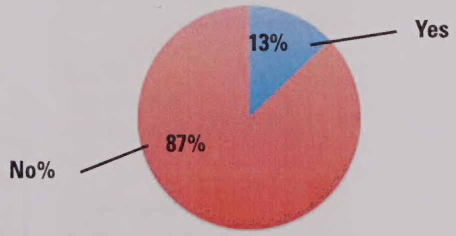
Gardener
Nurtures plants for food and beauty

Or closer to home for this newsletter:

World Update Editor
Seeks interesting, useful news from employees

Question of the Week results for April 26

Do you think airspace over Europe was closed for a needlessly long time due to the volcanic ash cloud?



Log on to www.idgcentral.com to vote on this week's question:
Was Gizmodo wrong to pay $5,000 for what it believed to be a prototype of Apple's next-generation iPhone found in a Silcon Valley bar?

nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Brian Clarke *IDC*

20

Ruggero Vota
Nuov@Periodici Italia

19

Mandie Johnson *Macworld*
Nilde Meregalli
Nuov@Periodici Italia
Paula DeMeo *IDG CSG*

18

Trace Weatherford *IDC*
Rosa Guerinoni
Nuov@Periodici Italia
York von Heimburg
IDG Germany

17

Zdena Vratislavlova *IDG Czech*
rine Paoli *IDC U.K.*

16

Julia King *Computerworld*

15

Klaus Krabbe *IDG Denmark*
Jeroen den Haan
IDG Netherlands
Karen Smalarz *IDG HR*

14

Mary Keefe *Computerworld*
Albie Minkovitz
IDG Research Services

13

Robert Amatruda *IDC*

12

Tanja van Bladeren
IDG Netherlands

11

James Nagle *IDC*
Francesco Pignatelli
Nuov@Periodici Italia

0

hae Lee *IDC Singapore*
Jay Gumbiner *IDC*
Paul Honens *IDC*
Susan Feldman *IDC*
Dagmar Schuetze *IDG Germany*
Daniela Braun
Now! Digital Business/Brazil
Atsuo Yamamoto *IDG Japan*
Akira Honma
IDG Interactive/Japan
Masatoshi Ono
IDG Interactive/Japan

9

Cheryl Patfield
IT World Canada

8

Erin Traudt *IDC*

7

Ladislav Piprek *IDG Czech*
Linda Grier *IDC U.K.*
Nelva Riley
IDG Communications

6

Stephen Loynd *IDC*
Rene Heuser *IDG Germany*
Daniel dos Santos
Now! Digital Business/Brazil
Mitsuyoshi Nishimura
IDC Japan
Christine McKay
IDG Enterprise
Lynn Holmlund *IDG Enterprise*

5

Jean-Marc Annonier *IDC Australia*
Tateki Kawanabe
IDG Interactive/Japan
Melinda Maginn
IDG Strategic Marketing Services
Rachan Reddy *IDG Vietnam*

4

Marina Beale *IDC Australia*
Aishwarya Kapoor
IDC Thailand
Elizabeth Shunmugam
IDC Malaysia
Elain Yi *IDC China*
Manfred Riepl *IDG Germany*
Johanna Billenman
IDG Sweden
Maarten de Kwaadsteniet
IDG Netherlands
Akiko Kawakami *IDC Japan*

3

Christopher Holmes
IDC Singapore
Owen Li *IDC China*
Umesh Divakaran
IDC Center for Consultancy and Research/India
Daniel Feth *IDG Germany*
Merete Midtgaard
IDG Denmark
Marie Jerbrant *IDG Sweden*
Lars Dobos *IDG Sweden*
Hitoshi Ichimura *IDC Japan*

2

Melissa Martin *IDC Australia*
Jay Chou *IDC*
Martin Eckhardt *IDG Germany*
Regina Hermann *IDG Germany*
Carolin Grünwidl *IDG Germany*
Maria Brøndum Forsberg
IDG Denmark
Michaela Amrein
IDG Switzerland
Dieudonné Trenidad
IDG Netherlands
Giorgio Nebuloni *IDC U.K.*
Katarzyna Rachuta *IDG Poland*
Celia Silva
Now! Digital Business/Brazil
Juliano Chaves
Now! Digital Business/Brazil
Renee Arnold *IDG Enterprise*
Tara Shea *IDG Enterprise*

1

Tim Lohman *IDG Australia*
Tatiana Abramova *IDC Canada*
Samaj Bhaskaran
IDC Center for Consultancy and Research/India
Jeroen Boer *IDG Netherlands*
Diego Cicarelli *IDC Brazil*
Beatriz de Souza Ramos da Silva *IDC Brazil*
Andrea Giardino
Now! Digital Business/Brazil

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Coming up

Mobile Apps 2010
An IDG Sweden event
May 11
Stockholm

Virtualization and Cloud Conference
An IDC U.K. event
May 13
London

IDC's Asia/ Pacific Intelligent Green Conference
May 13
Singapore

Virtualization and Cloud Conference
An IDC U.K. event
May 18
Dublin

IDC Argentina Business Intelligence and Information Management Conference
May 18
Buenos Aires

Service Procurement in the Public Sector
An IDG Sweden event
May 19
Stockholm

IT Roadmap
A Network World event
May 25
Hynes Convention Center
Boston

CAP&Design Live: Latest Trends in Web Design
An IDG Sweden event
May 26 (Stockholm)
May 27 (Gothenburg)

IDG Professional
Internal training program for high-potential and high-performing individual contributors
June 8-9
Parc 55
San Francisco
Contact: laurie_butson@idg.com

IT Roadmap
A Network World event
June 8
Cobb Galleria Centre
Atlanta

celebrating 10!

Name
Jonathan Seff

Home
San Francisco

Joined Macworld
March 1999, Assistant Editor

Career path
Assistant Editor, Associate Editor, Senior Associate Editor, Senior Editor

Current title
As Senior Editor I am in charge of our Playlist channel. My job has me overseeing our consumer electronics/digital entertainment coverage on the Web and in print. I use staff, freelancers, IDG News Service content and PCWorld content to make sure Macworld has the latest news, how-tos, features and reviews on iPods, iTunes, Apple TVs, HDTVs, e-book readers, Blu-ray players, media players, DVD-ripping software and much more.

Best part of your job
Editing and writing about content that I'm truly passionate about, getting to play with the latest toys and working with some very talented and fun people.

Latest accomplishment
Becoming the father of twins while retaining my sanity and continuing to get work done (that's an accomplishment, right?).

I joined IDG because
There was a job opening at Macworld, and it was one of the only magazines I actually subscribed to because I liked it so much.

What's kept you at IDG for 10 years?
I'm a creature of habit. When I find a good thing, I stick with it. And I wanted to see for myself how good the 10th anniversary dinner was.

Best compliment you can receive on your work?
When a reader thanks me for helping him/her with a technology issue.

View from my work space
The window in my cube faces west toward San Francisco's Sutro Tower. I live on the other side of it, and I can tell what the weather will be like when I get home by seeing how foggy it is around the tower.

Interests outside the office
I enjoy solving and creating crosswords puzzles, going to hear live music, and catch-and-release fly-fishing.

Family
My wife Amy and I have 11-month-old twins Olivia and Kyle.

*Macworld's **Jon Seff** was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating his 10 years of service to the company.*

What talent do you wish you had?
I wouldn't mind being fluent in several languages or actually good at fixing things around the house.

First job?
The first job I remember is working at a small toy store.

What it taught you?
I learned how to wrap presents quite well.

Favorite gadget
Right now, the iPad.

Favorite vacation spot?
Hawaii, hands down.

If you won the lottery tomorrow, you would
Help Macworld find my replacement, then go spend a lot of time with my kids.

Manager's profile
"Over the years, Jon has taken on a number of roles at Macworld, delivering excellent work in each of them. Most recently, he's taken the helm of our iPod and digital entertainment coverage, using his tremendous knowledge of that area to provide informative, valuable content to Macworld's readers. He's a sharp editor, a hard-worker and an essential part of Macworld's editorial staff."

— *Philip Michaels, executive editor, Macworld.com*

Calling all Framingham-area softball players

IDG Enterprise is looking for other Framingham/Boston-based business units that have a softball team or would like to start one to join its league. Games are usually played once a week (Monday or Wednesday) after work in Framingham. The league is co-ed league and mainly just for fun. If you would like to put a team together for your business unit and play a few games this summer please contact Dave at dgradijan@idgenterprise.com or Lynn at lholmlund@idgenterprise.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

John Gantz *IDC*
Karolin Pichler *IDG Germany*
Jason Snell *Macworld*
Jonas Triebel *IDG Germany*
Sebastian Wörle *IDG Germany*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT

IDG World Update

10 MAY 2010
VOLUME 40, NUMBER 17

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Inside this issue

IDG Strategic Marketing Services hosts Social Media Club of Boston *page 2*

Sponsor underwrites cost of IDG Spain's multifaceted CIO survey *page 2*

IDG U.K. social media program short-listed for innovation award *page 2*

One on one: IDG List Services General Manager Andrew Sambrook *page 3*

IDG Sweden program increases environmental awareness *page 4*

IDC Miami holds Take Your Children to Work Day *page 5*

Celebrating 10! Macworld's Jason Snell *page 8*

Network World's Tech Debate provides new sponsor model

Concept yields user-generated content, interaction with community

Network World has created a feature that gives readers the chance to be involved in an enterprise-focused IT debate and offers sponsors a high-visibility branding opportunity.

Tech Debate, which debuted in January, has print and online components. Each month two industry experts argue opposing sides of a hot topic, such as Google Gmail vs. Hosted Microsoft Exchange, or BlackBerry vs. iPhone in the enterprise, on NetworkWorld.com. Visitors can read through both arguments, vote for who they agree with and weigh in with their own opinion, either in agreement with one of the positions or to address an angle they think was missed. Halfway through the month, Network World prints the full debates, the vote results to date and the best comments.

The sponsor, currently Microsoft for a three-month period at $17,500 per month, receives "this debate is brought to you by" signage and banner placement on all Tech Debate pages. Visitors can link to a Microsoft site showcasing its Cloud Services initiative. Microsoft chose to be involved purely for branding purposes, said Publisher **Andrea D'Amato**, but a lead-generation program can be added for an extra cost if a sponsor desires. Sponsor branding is part of the print Tech Debate feature and includes a full-page ad adjacent to the debate feature.

"This helps us frame the important conversations," said Editor-in-chief **John Dix**, who poses the debate question online and serves as moderator. "Tech Debate gives us a new sponsor model, a way to increase page views and a means of interacting with the community."

continued on page 4

IDG Netherlands tests youth market with Play magazine

IDG Netherlands last month launched Play, a new games-oriented magazine for children 6 to 12 years old. Designed as a one-off to test the waters, the results are promising, said Editor-in-chief **Peter Pool**, and there are tentative plans for future editions and possibly even a Web site.

*(L-R): Copy Editor **Maarten de Kwaadsteniet**, Art Director **Tim van Amerongen** and Editor-in-chief **Peter Pool** are hoping the market embraces Play.*

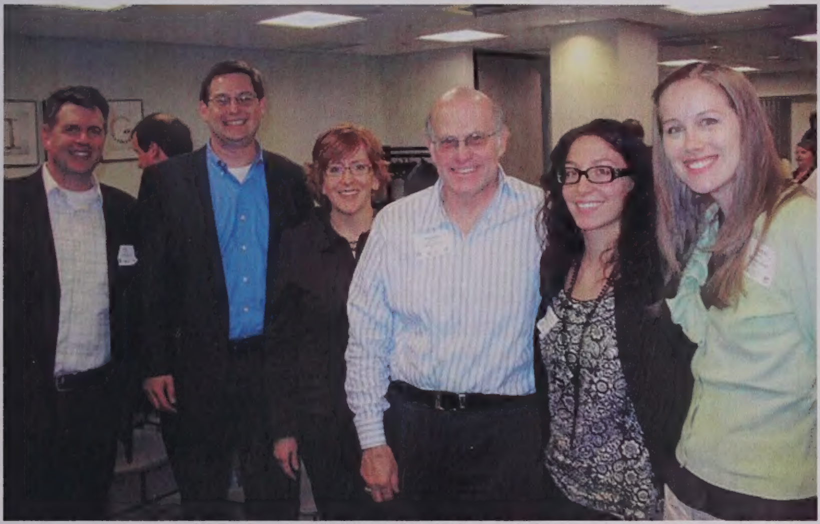
"I'll admit I was skeptical when [IDG Netherlands Managing Director] **Lennard Hoogenraad** first suggested the idea of an online games site for kids," Pool said. "But after looking around at what was available, I began to think it might work."

Pool said he decided on a print magazine rather than an online site because he thought a single print issue would be a more time- and cost-effective way to test the market than having the online development team devote significant resources to creating a Web site before the concept proved itself.

Although his group has been publishing GameZ, a title aimed at older gaming fans for 10 years, Pool and his team had no familiarity at all with the younger crowd. "None of us even has kids of our own so everything we did was based on gut feeling and a lot of questions to people who have children in

continued on page 5

IDG Strategic Marketing Services hosts Social Media Club of Boston



IDG colleagues in attendance at last month's panel discussion among social media professionals included (l-r): ***Colin Browning****, program developer, IDG Strategic Marketing Services;* ***Brian Carlson****, editorial director/editor-in-chief, CIO.com;* ***Mary Ann Doolin****, client services specialist, IDG List Services;* ***Howard Sholkin****, director, communications & marketing programs, SMS;* ***Teresina Cardamone****, digital marketing manager, SMS; and* ***Ashley Wilson****, social media analyst, SMS.*

Approximately 85 members of the Social Media Club of Boston convened at IDG's 492 Old Connecticut Path building on the evening of April 29 to listen as a panel of social media professionals explained how they're using the various platforms for marketing and how they're measuring its impact. Measuring Social Success (Big and Small) featured a panel composed of CIO.com Director **Brian Carlson** and Jamie Pappas, EMC; Holly Allison, Vico Software; Christopher Penn, Blue Sky Factory; Mike Proulx, Hill Holiday; and, moderator Katie Delahaye, KDPaine & Partners.

More information about the Social Media Club of Boston is available at http://socialmediaboston.org. WU

IDG U.K. social media program short-listed for innovation award

IDG U.K.'s first social media campaign has been named to the short list of possible winners in the "Innovation" category of the annual awards program sponsored by the Association of Online Publishers in the U.K. The "Think Tech" program with IBM ran on TechWorld.co.uk and across IDG U.K.'s Tech Network (see IDG World Update, Nov. 16, 2009).

The campaign allowed IBM to maintain a presence in the market by spurring conversations about its Smarter Planet program during the summer months when it traditionally does not spend much on display advertising in the U.K. The program centered on generating content from users and then pushing that content into Twitter. By the end of the program there were more than 900 followers of the @think_tech Twitter page.

The winners of the AOP awards will be announced at a June 10 event in London.

Daniel Shaw*, head of Strategic Marketing Services at IDG U.K., sold and managed the campaign. Reach him at daniel_shaw@idg.co.uk.* WU

Sponsor underwrites cost of IDG Spain's multifaceted CIO survey

IDG Spain's newest product has a foolproof three-part formula. First: ask the biggest exhibition company in Spain to underwrite the cost of a detailed survey of 300 CIOs regarding their IT and communications purchasing plans for 2010. Second, price it at 300 euros (US$392), making it the most expensive publication the company has ever produced. Third, sell it to eager marketing and sales managers at IT vendor companies. They snapped up 32 copies in just the first few weeks, more than halfway to IDG Spain's sales goal.

MÁS DE 300 EMPRESAS ESPAÑOLAS ANALIZADAS
»OBSERVATORIO COMPUTERWORLD
Inversión
Primer informe sobre la evolución del gasto TIC en España
TIC 2010
simo network
IDG

SIMO Network, which produces the second-largest ITC expo in Europe, wanted to be affiliated with the survey because it would be different from others that had previously appeared in the market, said Print Publisher **Juan Ramon Melara**. The company paid the cost — 10,000 euros ($13,089) — for conducting the study.

"In Spain IT companies can typically buy studies about trends and analysts opinions," he said. "In this case, we wanted to base our survey on 300 personal interviews that reflect the real intentions of executives at the most important companies in Spain. We didn't just ask about purchasing plans, but also about their vision for new technologies and services, the timeframes they use to upgrade infrastructures and their thoughts about social media. We also sought insight into the specific IT considerations for vertical markets like banking, public health, tourism and construction."

IDG Spain worked with two external companies to create the survey, which was conducted in March through telephone interviews. In addition to the survey results, the 68-page publication, Observatorio Computerworld, includes feature articles written by high-level people such as Spain's Industry minister, Madrid's community vice president and the head of the country's largest IT vendor association.

Originally the IDG Spain team viewed the project as a one-time special issue, but then Country Manager **Manuel Pastor** talked with IDG Sweden CEO & Publisher **Lars Dahmén** about the study during the IDG European Manager's Meeting in February. Dahmén suggested "keeping the study alive" by sending clients who buy the survey a monthly newsletter that complements the study.

As a result, IDG Spain is planning a second edition of Observatorio, and those buyers will receive with a newsletter with new, exclusive information about the Spanish IT industry and market.

Write to jrmelara@idg.es. WU

CIO, Computerworld, Network World make BtoB's Media Power 50

Three IDG brands — CIO, Computerworld and Network World — were included on BtoB magazine's annual Media Power 50 list, a ranking of the top 50 business-to-business advertising and marketing venues. All three brands were included in the technology category. Also appearing in that category are CRN, EETimes, eWeek, Federal Computer Week, Information Week and Techtarget.com.

COMPUTERWORLD NETWORKWORLD THE CONNECTED ENTERPRISE CIO

the interview

ne on one

Andrew Sambrook

The general manager of IDG List Services is this week's columnist. Reach him at asambrook@idglist.com.

> *hese days, it's all about micro-based marketing, where custom content is created specifically to nurture and drive positive response to a very specific data set. And this is where IDG shines; our strong brand, global reach and enriched database allow us to bridge marketing gaps and deliver real marketing solutions while serving our audience luable information."*

Q What is IDG List Services?

A List Services today is not your same old List Services Group. We are a small group with an in-house team of nine response marketing experts and several strategic external service providers. List Services manages IDG data assets and helps technology companies go to market through traditional e-mail direct-marketing mechanisms as well as customized integrated nurturing response programs. We specialize in database management, audience development and event marketing.

List Services has two separate divisions. The List Management group manages and represents IDG's data assets to direct marketing agencies and direct sales. We also have Brokerage Services, which acts as an independent response agency and leverages not only IDG but external data providers and partners. IDG is built around quality, honesty, integrity and service; these serve as the foundation for List Services' success. We lead the industry in data quality and service and pride ourselves in over delivering. In our business it all comes down to return on investment and managing expectations, for you are only as good as the last campaign. At the end of the day, if we make a marketing manager look good in front of his or her peers we've done our job.

Q How has the scope of the work your business unit does changed in the time you have been there?

A As with other businesses at IDG, List Services has experienced dynamic change in our core business and the marketplace we serve. I have over 20 years with IDG and, like the rest of you, have seen the prolific rise and dramatic fall of print not just in terms of revenues but in the services we provide to our customers. Database marketing and how we leverage our data assets is really the core of the List Services business model.

One of the key strategic changes at IDG has been a shift from paid to controlled circulation that has resulted in increased audience data and, as a result, improved our ability to segment and target market. Just a couple of years ago, 80% of our earned revenues were derived from print. This year, we project less than 40% of our revenues to be tied to print media. Ninety percent of all new sales opportunities involve online media and delivery. With the emergence of online marketing, marketers are focused on relevancy and engagement through positive educational marketing promotions, hence the trend for white paper/research briefs as the engagement trigger. The Internet has empowered customers, and, as a result, companies have had to adjust and get smarter about go-to-market strategies. And this is where we fit in: List Services optimizes IDG's data capabilities and leverages our database partner network to deliver direct-marketing solutions for our clients.

Q What is the IDG Customer Intelligence database?

A IDG's Customer Intelligence (CI) database is the lifeblood of our business. It is a centralized database built from our engaged audience from brands like CIO, Computerworld and Network World. CI is an online database of 1.6 million IT and line of business decision-makers. In addition to standard business card data — name, e-mail address, job function, job title, industry, address and company size — we collect information regarding purchase involvement and area of technology interest that allows IDG to deliver relevant content to key technology decision-makers. Years ago, List Services received quarterly data feeds directly from our print circulation service bureaus. Now, List Services relies on a dynamic feed from the CI database so we can deliver timely e-mail and online marketing services that keep us ahead of our competition.

Q How does IDG List Services work with other IDG business units?

A List Services is a centralized business unit within IDG that provides global services. While most people think of us as a U.S. operation, List Services supports IDG Global Solutions, IDG Connect International, various local country business units and a diverse client base. Our charter is to help facilitate direct marketing solutions and database acquisition. Through brokerage services we can target very specific data specifications for each of our clients' campaigns.

Q Can you explain what engagement means and what factors go into improving the engagement rate for any given list?

A From a database perspective, engagement is core to IDG's success. To our customers the IDG brand delivers a loyal, engaged audience of high-level IT decision-makers. Engagement is the net result of a positive relationship that every database company strives to achieve. Customers will be loyal and responsive if value is derived from your communications. Establishing a high perceived value level within the mind of each recipient in the database is key to driving future engagement from that individual. Engagement-based marketing is basically a one-on-

continued on page 7

IDG Sweden program increases environmental awareness

As a way to increase employee awareness of IDG Sweden's three-year, ongoing environmental policy program and show how each employee can contribute to minimizing the company's impact on the planet, IDG Sweden held its first Environment Week last month.

MARTIN FALTSTRÖM

*Environment Week wrapped up with awards and a party. PC för Alla Editor **Martin Appel** (r) was named IDG Sweden's Environmental Hero and accepted the award from IDG Sweden Sales Associate **Robert Ahlqvist** (l) and Reporter **Daniel Odell**, both members of IDG Sweden's Environmental Group. Appel was recognized for acting as a role model and adapting eco-friendly policies in his lifestyle — he rides his bicycle to work nearly every day and eats red meat only on certain days of the week. He received a weekend at at an eco-friendly hotel of his choice and train fare there and back.*

According to **Anders Huldt**, IDG Sweden chief business controller, there are three reasons IDG Sweden is environmentally conscious. "We want IDG to be a good citizen of the planet; there are increasing demands from the market to be eco-friendly — more customers are asking suppliers about their green policies before making investment decisions, so we need to be clear internally and externally where we stand on environmental issues — and we as individuals want to hand over a sound planet to our children."

The week was organized by IDG Sweden's Environmental Group, which consists of eight employees representing each functional division. "The group works to implement and improve our environmental policies and our effort to reduce the environmental impact of the business we conduct," Huldt said.

Prior to Environment Week, IDG Sweden employees were asked 10 questions about how they travel to work, their recycling habits and how important it was that IDG be an environmentally conscience company. "We conducted the survey in 2008 and again this year in an effort to improve the awareness that every person's behavior counts when trying to improve the environment," Huldt said. "It also gives us tools to measure changes in attitudes and behavior."

During the week an outside presenter spoke on the business opportunities that increased demand for environmental action creates and, on a lighter note, another offered tastings of fair-trade chocolates.

Contact Anders Huldt at anders.huldt@idg.se.

Green policies at IDG Sweden

IDG Sweden's Environmental Group has helped the company implement the following policies and procedures:

- Using recycled or environmentally safe paper for print products, as well as eco-friendly office supplies.
- Buying clean electricity produced by wind power.
- Purchasing office bicycles for employees to use for short-distance traveling.
- Providing employees with passes to use buses and subways instead of cars.
- An agreement with a taxi supplier to send hybrid cars.
- A policy that encourages employees to use trains for business trips rather than airplanes when possible.
- Using a new printing software in which users must enter their own PIN code at a chosen printer before printing a document has reduced paper waste 60%.
- Providing recycling systems in the staff canteen and office.
- Delivering employees' paychecks via a Web-based system instead of printed mailed copies.
- Providing a list of eco-friendly restaurants for employees to patronize when entertaining customers.

Going forward, initiatives will include:

- Carbon-compensated subscriptions, events, print ads and online ads, in which, for example, trees are planted equal to the carbon impact of printing and distributing one copy of a magazine.
- Sending advertisers digital order confirmations and invoices.
- Getting environmental declarations from suppliers requiring that suppliers comply with certain minimum environmental standards and policies.
- Using eco-labeled subscription premiums when conducting marketing campaigns.

More photos with this article on www.idgcentral.com.

Tech Debate

continued from page 1

Network World used to do a "Pro and Con" feature in print, "but the principal difference here compared with the past is the way we marry the print and online components," Dix said.

Dix developed a calendar of some 15 debate topics and identifies and recruits the industry experts with the editorial team's help, aiming to find people who will be objective about the topic. For the BlackBerry/iPad debate, he purposely didn't involve anyone from RIM or Apple. Debaters are given about a month's lead time to create 700- to 800-word post to argue their point.

Voting activity has ranged widely — from 50 to more than 1,000, with most questions pulling hundreds of votes — but generally the team has been pleased with the voting volume. Dix is hoping the comment quantity will increase, "but we've had enough to skim the cream for the print piece," he said.

Dix said the next trick will be figuring out how to keep the conversation going longer, which will involve more of his input and getting the experts to commit to participate in the forum once the conversation starts. Network World's inspiration for Tech Debates is The Economist.com's debates (http://tinyurl.com/2buxmuh), which are very complex, evolve over time and continually elicit audience reactions.

"I'd like to have our authors come back and answer questions, add counterpoints and closing remarks," Dix said. "There's a lot more that we can do that will generate even more interest from the community."

D'Amato said the program has "definitely drawn attention," as sponsors see it as "a great opportunity to be associated with the debate and with independent voices relevant to the NWW audience." Several other potential sponsors are in the pipeline, with VMware vs. Hyper-V virtualization servers as the likely next debate topic.

Technical Project Manager **Karen Werner** coordinated the development work for Tech Debates in conjunction with colleagues at IDG Enterprise's Online Operations Group.

See the Tech Debates tab on the home page of www.networkworld.com. Write to jdix@nww.com or adamato@nww.com.

Kid-friendly magazine requires a new way of thinking

Creating a publication that appeals to young children varies significantly from publishing one for their more mature counterparts, noted **Peter Pool**, editor-in-chief of GameZ.nl, Gadget.nl and now Play Magazine, as well.

The content must be broken into short paragraphs supplemented with lots of sidebar boxes and include a lot of fun information that will appeal to children, he explained.

"In terms of layout, we had to throw out all the things we'd learned through the years. No cool and slick layouts, but very colorful pages with large letters and a focus on images not text."

Marketing, too, must be managed differently, he said. "You cannot throw a magazine like this is on the shelves and hope it sells; you have to make sure it is placed with the kids' magazines and not the regular gaming magazines. The cover must call out to children and you have to try to get good positioning in the supermarkets, where most children's magazines are sold in the Netherlands. It sounds easier than it is, but it is fun, too."

Play

continued from page 1

the target age group."

In preparation, Pool said he and Art Director **Tim van Amerongen** bought a number of kids' magazines and studied them to learn more about age-appropriate layouts. "We are both experienced in making game magazines for an older audience, but this was totally new and something of a challenge. We borrowed ideas from other non-gaming magazines aimed at our target audience and translated them to gaming topics," Pool explained. He said they also chose not to use GameZ anywhere in the title so as to not damage that brand should this new venture fail.

Written by both IDG Netherlands staff and freelancers, the content was quite different from what would normally appear in GameZ or a typical GamePro title, Pool said. "I would call it game-oriented. In addition to a few articles previewing various games for this age group, there is a lot of content in Play that helps draw kids into the subject of gaming. For instance, we included different kinds of puzzles, comics, a Mario quiz and posters. We also have articles that focus on the types of games found in a particular genre, for instance music games and animal games."

Copy Editor **Maarten de Kwaadsteniet** made sure all the copy was written in the same tone of voice and was understandable for kids in the 6-to-12-year-old age range, Pool said.

The magazine focuses on titles for the Wii and Nintendo DS platforms, Pool said. "It's a magazine for kids, so no Gears of War or Call of Duty type of games in here," he added. "And of course, gaming icon Mario had to be on the cover. I don't know anyone who doesn't know Mario!" he added.

IDG Netherlands distributed 50,000 copies of the magazine throughout the country. At 2.95 euros (US$3.80) per issue, the magazine undercuts other magazines in the segment such as Nickelodeon, which costs 3.45 euros ($4.45). "We figured we needed to compete on price against titles like Nickelodeon, Jetix and Disney, which have the luxury of exposure that comes from being backed by TV shows," Pool said.

NIEUW! HET VETSTE GAMESBLAD VOOR JOU!
2,95
Play
2 MEGA VETTE POSTERS
SONIC SEGA ALL-STARS RACING
DOE DE MARIO QUIZ!
Alles over de nieuwe Pokémon
TOP 10: BEKENDSTE GAME-HELDEN!

Designed as a one-off to gauge interest for a gaming title aimed at young children, Play has garnered very positive early feedback, said Editor-in-chief ***Peter Pool****.*

Early feedback has been very positive, Pool said. "The kids seem to think it's cool, and we were able to attract a good cross-section of advertisers. We have several ads from companies in the children's segment such as toy stores and DVD distributors as well as a number of games publishers. This is a good starting point because we can now show potential advertisers that Play is a good way for lots of different marketers — not just game makers — to reach this demographic."

While most kids publications do have some gaming pages, these tend to be devoted just to the latest releases, Pool said. "We don't consider them competitors. There is definitely room for a magazine like Play in the Dutch market. Let's hope we attract enough of a following to make this one take off as an ongoing brand."

For more information, contact Peter Pool at ppool@idg.nl.

WU

IDC Miami holds Take Your Children to Work Day

GREG IRELAND

The staff of IDC Miami welcomed the next generation of employees on April 22 during their Take Your Children to Work Day. The youngsters toured their parents' offices and enjoyed games, movies, pizza, candy and a research project: interviewing each other about what kind of new gaming system they'd like to create. At right, Director/Worldwide PC Tracker ***Loren Loverde*** *holds daughter Isabella.*

noteworthy people

New employees

Kate Colley is **IDG Enterprise**'s new product placement specialist, assisting all IDG Enterprise brands with lead generation for online clients. She was recently a marketing intern at North Shore Medical Center in Salem, Mass. She holds a B.S. in communications with a concentration in advertising and a minor in psychology from Endicott College in Beverly, Mass. Outside the office she enjoys running, following Boston sports teams and coaching youth lacrosse. *kcolley@idgenterprise*

Wattendorff

Stefan Wattendorff joins **IDG Tech Network** in Munich, Germany, as director of sales and account management. He earned an M.A. in business administration from the University of Nuremberg and enjoys sports, cars and science fiction. *swattendorff@idgtechnetwork.de*

After freelancing for CIO.de for more than two years while he was earning an M.A. in political science at Ludwig-Maximilians University in Munich, **Nicolas Zeitler** joins the **CIO Germany** staff as a journalism trainee. In his spare time, he enjoys snowboarding, hiking and literature. *nzeitler@cio.de*

Previously with Toyota Deutschland GmbH, **Margarita Pogorelova** joins **IDG Business Media** in Munich, Germany, as a marketing trainee. She holds a B.A. in business administration from the Baltic Management Institute in Vilnius, Lithuania. She enjoys outdoor activities, such as inline skating, mountain biking and hiking. *mpogorelova@idgbusiness.de*

Kukulj

Monika Kukulj is the new executive assistant at **IDG Magazine** in Munich, coming from Sixt Rent A Car where she held a similar title. She is also a qualified bank clerk and a qualified investment manager. In her free time she enjoys cooking, skiing and jogging and recently became "addicted to golf." *mkukulj@idg.de.*

Also new at **IDG Magazine** is Macwelt Content Management Trainee **Halyna Kubiv**. She holds an M.A. in German and English studies from the University of Stuttgart, where she also recently worked as an office assistant. Away from her desk she enjoys traveling. *hkubiv@macwelt.de.*

IDG WORLD UPDATE

Rodrigo

Miguel Rodrigo is **PCWorld**'s new research manager, coming from ZenithOptimedia where he was a senior research analyst. He holds a B.S. in broadcast technology from De Montfort University in Leicester, U.K., as well as a B.S. in telecommunication engineering from Universitat Politecnica de Catalunya in Barcelona, Spain. In his free time he enjoys golf and movies. *miguel_rodrigo@pcworld.com*

Transfers

IDG WORLD UPDATE

Wawro

Previously an intern with GamePro, **Alex Wawro** is now an editorial assistant with **PCWorld**. He holds a B.A. in journalism from San Francisco State University and enjoys music, biking and yoga. *alex_wawro@pcworld.com*

Calling all Noteworthies

All business units are welcome to send information about promotions, new employees, returning employee, transfers and employee awards or speaking engagements to world_update@idg.com. For promotions, excerpts can be made from internal announcements.

Contest: Describe your job in six words

You know very well what your responsibilities are at IDG, but do you ever have trouble describing them to someone else? Wouldn't it be handy sometimes to be able to define your job in simple terms? Here's a chance to do just that, and have a little fun in the meantime — and possibly be rewarded for your effort!

Describe your job in six words or less — humor is welcome — and send it to world_update@idg.com by Tuesday, May 18. IDG World Update will publish the best ones, and send an IDG pen to the authors.

Just to get your ideas flowing, here are a few examples from outside the IT realm:

Musician
Noodles with notes for auditory pleasure

Doctor
Investigates, heals to assure good health

Gardener
Nurtures plants for food and beauty

Or closer to home for this newsletter:

World Update Editor
Seeks interesting, useful news from employees

IDG Central

Beyond the power of spell checkers

The Writng Workshop section on IDG Central has a new series that cautions against relying 100% on the accuracy of a spell checker. Readers are challenged to catch the wrong (but real) word on the first read-through. Can you? Here's a sample from last week. Go to www.idgcentral.com for new examples this week.

a. Editor lets you straighten titled photos easily, resample and crop images, as well as convert image format.

b. Voice on the Go lets you configure special alters so you'll know when important messages hit your inbox.

c. Need a New Hard Dive? Dig In...
If you're shopping for a new drive, I have stuff you can use.

d. Strengths: Durable material, fold flat pages, study design, and room for more pages.

Answers: a. "titled" b. "alerts" c. "Drive" d. "sturdy"

Question of the Week results for May 3

Was Gizmodo wrong to pay $5,000 for what it believed to be a prototype of Apple's next-generation iPhone?

Log on to www.idgcentral.com to vote on this week's question:
Do you think the acquisition of Palm Inc. was a good strategic move for HP?

service [illegible]nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Crawford Del Prete *IDC*

20
Gunn Felldal *IDG Norway*

19
Christopher Norman *IDG U.K.*

18
Masato Tsuchiya *IDG Japan*

15
Wolfgang Leierseder *IDG Germany*
Nancy Koral *IDG Research Services*

14
Kathleen LaPorte *IDG Enterprise*

13
Stephen Drake *IDC*
[illegible]cco Bortone *IDG Enterprise*

12
Ulf Helland *IDG Norway*

10
Robert Mitchell *Computerworld*

9
Brian Klatt *IDC*
Zhou Xu *IDG Asia*
Kevin Gerich *IDG Enterprise*

7
Kyoung-Min Kim *IDC Korea*
Philip Kwon *IDC Korea*
Deborah Stark *CXO Media*
Duncan Newell *IDG Enterprise*

6
Vinicius Tadeu Flores *IDC Brazil*
Susanne Fuetterer *IDG Germany*

5
George Hoffman *IDC Japan*
Alan Louie *IDC*
Matthew Healey *IDC*
Andy Fong *IDC*

4
Patrycja Dziedzinska *IDG Poland*
Sven Langenfeld *IDG Germany*
Vivian Liu *IDC China*

3
Hirotoshi Asano *IDC Japan*
Mitsuhiro Iriya *IDC Japan*
Jillian Gardner *IDG*
Jorge Umana *IT World Canada*

2
Henriette Pedersen *IDG Denmark*
Madhura De Moulik *IDC Center for Consultancy & Research/India*
Ariki Pearson *IDC New Zealand*
Jayanthan Selvaraj *IDC Center for Consultancy & Research/India*
Peter Longo *IDG Syndication and Networks*

1
Francisco Kamisaka *Now!Digital Business*
Henry Locarno *IDC Indonesia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Calling all Framingham-area softball players

IDG Enterprise is looking for other Framingham/Boston-based business units that have a softball team or would like to start one to join its league. Games are usually played once a week (Monday or Wednesday) after work in Framingham. The [illegible]ague is co-ed league and mainly just for fun.

If you would like to put a team together for your business unit and play a few games this summer please contact Dave at dgradijan@idgenterprise com or Lynn at lholmlund@idgenterprise.com.

One on one

continued from page 3

one messaging strategy where strong content combined with highly targeted data segmentation is critical to creating a strong marketing fit. Years ago marketers took the classic shotgun approach to marketing where they delivered an offer to the largest universe set to see what stuck. These days, it's all about micro-based marketing, where custom content is created specifically to nurture and drive positive response to a very specific data set. And this is where IDG shines; our strong brand, global reach and enriched database allow us to bridge marketing gaps and deliver real marketing solutions while serving our audience valuable information. It's a win-win.

Q What is retention management and can you share some best practices?

A In my mind the most important aspect of retention management is to clearly understand your database in terms of strengths and weaknesses. In business, you do not treat your best customers like your worst customer. Well, the same applies to database management. The key to maintaining high retention rates is to identify your best data assets (names) and treat them like your best names. Divide and conquer! Use A/B/C copy splits to re-engage sectors that have not responded in more than three to six months. Know where you deliver value and where you need to work at establishing a relationship. The key is to test, test and test — work on raising baseline standards with each campaign. Optimization of data selects, subject lines, content, format, links and registration fields will boost your engagement and retention rates.

Q How has the growing importance of social media as a marketing tool impacted your business?

A Social media and database marketing are indeed converging. Client demand is high, as marketers are constantly looking for ways to leverage social media marketing in terms of measurable response and marketing ROI. From an IDG perspective, we know LinkedIn and Facebook have almost seven million IT professionals registered by title who use the peer-to-peer network to learn about emerging technologies and/or vendor shortlist comparisons. We are currently exploring several options to better leverage social media networking in order to identify social media pivot-points within our database, as well as an audience development driver for database growth in the future.

Get passes for Museum of Science, New England Aquarium, Children's Museum

As a corporate member of the Boston Children's Museum, the New England Aquarium and the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. IDG employees from the Boston area or any employees who are visiting the Boston area may request passes by sending an e-mail to world_update@idg.com and providing their name and business unit address. You may request up to four passes per venue.

celebrating 10!

Name
Jason Snell

Home
Mill Valley, Calif.

Joined Macworld
September 1997, Senior Associate Editor, Macworld.

Current title
VP/Editorial Director. I manage Macworld's editorial staff, supervising all our editorial products and working with the PCWorld/Macworld management team on business-wide issues.

Most challenging part of your job
Finding time to write. In the office it's meetings, meetings, meetings. I often have to take a work-at-home day just to get the writing done. It's either that or I shut my door and crank up the punk rock in order to get in a writing frame of mind.

Best part of your job
I always tell people that working for Macworld means you get to play with all the latest toys. Covering Apple means we're covering some of the most interesting, talked-about and innovative products in our market. Being among the first people to use those products and then communicating that experience to our audience is what makes the job great.

Latest accomplishment
Getting Macworld on to the same product database used by PCWorld was a massive project that took months or even years, depending on how you count. A lot of work, but it's the right thing to do for the site and it really gives us a chance to build a much richer product experience.

I joined IDG because
My first job out of college was at MacUser, Ziff-Davis' competitor to Macworld. In 1997, at Apple's lowest point, the two companies decided to merge their two properties (and, I suspect, instantly regretted it when Steve Jobs turned Apple around), and I was chosen to be a member of the new Macworld staff. So I switched from Ziff to IDG without filling out a resumé.

What's kept you at IDG for 10 years?
Over the years I've kept having new jobs and new challenges. The fast pace of the technology industry (especially Apple) and the staggering changes in the media industry means there's never a dull moment.

Interests outside the office
I'm a sports fan. My parents have had season tickets to the University of California football team since the late '60s, and my wife and I took those tickets over in the '90s. The team has managed to not win a single conference championship or play in a single Rose Bowl during that entire stretch. We're the Cubs fans of the college football world, but we live in hope.

IDG Chairman ***Pat McGovern*** *(r) hosted Macworld VP/Editorial Director* ***Jason Snell*** *at a dinner in San Francisco in honor of Snell's years of service to the company.*

Family
My wife Lauren and I have two children: Jamie, 8, and Julian, 5.

Dream destination
Is this where I mention an expensive, obscure port of call and then Pat McGovern pops out and surprises me by giving me an all-expenses paid trip to that location? It's not? I have to work how long to get that perk? Oh, well, I guess I'll say Antarctica anyway.

Favorite gadget
It's gotta be the iPad. It's been a long time since I've had a piece of technology this long and still can't get enough of just playing with it. Part of that is fascination with a very new kind of product; part of it is just that it's so darned shiny.

Manager's profile
"Jason is someone I count on to make sure Macworld represents the gold standard of coverage on all things Apple, regardless of which platform we deliver that information on. He is relentless in this cause. A world-class journalist with a lightning quick wit, he has an authoritative voice that comes from his long held passion for the space. He uses this voice to lead his team to engage his audience directly and continuously via our magazine, Web site, mobile sites, iPhone app, iPad, SuperGuides and social media. He is also a key member of the PC World/Macworld management team, sharing invaluable and informed insights on a wide variety of product and strategy decisions. Jason is a visionary content leader, who is leading his team toward the content model of the future."

— Mike Kisseberth, CEO, PCWorld/Macworld

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Anders Huldt *IDG Sweden*
Martin Faltström *IDG Sweden*
Juan Ramon Melara *IDG Spain*
Manuel Pastor *IDG Spain*
Peter Pool *IDG Netherlands*
Andrew Sambrook *IDG List Services*
Howard Sholkin *IDG SMS*
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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT

IDG WorldUpdate

17 MAY 2010
VOLUME 40, NUMBER 18

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

CW Poland contest delivers leads, client feedback

Fujitsu signs on for expanded campaign with social media elements

An online contest on server virtualization created by Computerworld Poland last month scored with clients Fujitsu and Intel, generating 1,800 leads and valuable potential customer feedback. The contest winner scored a Fujitsu server with Intel processors, while IDG Poland took home US$50,000, making the contest one of its most successful undertakings in this fiscal year.

"Fujitsu is trying to strengthen its position in the Polish market and came to us asking for help in promoting its portfolio to small- to medium-size businesses," said **Agata Joseph**, IDG Poland integrated programs manager. "At first, our goal was only to generate more traffic on Fujitsu's Web site. In the end, we offered much more — a successful online contest for IT experts that allowed us to overdeliver to our client and prompt it to expand and extend its campaign with us."

Computerworld's month-long contest targeted businesses and not individuals looking for a free server. "Our promotional campaign was based on the slogan 'Score with the boss.' We guessed no boss would be upset if an employee brought in a server worth $10,000," said **Jarosław Ochab**, online project manager.

(L-R): ***Jarosław Ochab****, online project manager;* ***Krzysztof Frydrychowicz****, business media publisher; and* ***Agata Joseph****, integrated programs manager, played key roles in the Fujitsu project.*

According to IDG Poland Business Media Publisher **Krzysztof Frydrychowicz**, IDG Poland used "every media available" to attract participants — print, online,

continued on page 2

Inside this issue

IDG Chairman Pat McGovern meets with high-level government official in China *page 2*

One on one: Computerworld VP/ Publisher John Amato *page 3*

IDG Netherlands targets top position in local mobile market *page 4*

Unsung hero: Corporate Services Group Systems Administrator Patrick Burke *page 6*

"Describe your job in six words" contest ends May 19 *page 7*

Celebrating 10! PCWorld's Tracy Yee-Vaught *page 8*

Computerworld site redesign targets SEO, reader experience

Most recent site refresh aimed to modernize Computerworld.com look and feel.

Computerworld last month introduced a Web site redesign, changing the look and feel of the site and introducing a more readable, modern, online experience that is more appealing to both readers and search engines.

It had been four years since the site had been refreshed. "That's a long time in Internet years," said Editor-in-chief **Scot Finnie**. The new look, he said, is "not vastly different, but the design and navigation of a Web site says a lot about the personality of that site. Our previous design screamed '1999.' This was a limited redesign, touching a few key points that we hoped would have a transformative effect."

Optimizing the site for search engines was one of the key goals of the redesign, Finnie said. "The pre-existing site didn't have a consistent way of keywording or presenting title bar text for each page. We had topic pages that mixed in all sorts of non-contextual content. We had many headers and labels that were created with bitmaps instead of search-engine-readable text." The new design did not rework every page on the site at the source level, he said, but as part of the redesign effort "we took on all the topic pages and some other key pages, including the article template and home page. [Managing Producer] **Dawn Petersen** did a masterful job of leading the charge on SEO correctness. We're already seeing early positive results from that effort."

Finnie said he believed Computerworld achieved the goal of "having the most impact we could visually and organizationally while minimizing the time and effort it took to deliver the change." Among the key changes are the following:

- Removed the '90s-looking gray vertical column from

continued on page 5

newsworthy

n brief

IDG Chairman Pat McGovern meets high-level government official in China

*IDG Chairman **Pat McGovern** and China government Minister Liu Yunshan shake hands prior to their meeting last month in Beijing.*

On a trip to China last month, IDG Chairman **Pat McGovern** met with Liu Yunshan, head of the Information Department of the government of China. Minister Liu is also a member of the Politburo, which is a ruling body of the Chinese government.

Minister Liu praised the efforts of IDG to promote cooperation between the two nations and said China's cultural industry is ripe for development and that cooperation between Chinese and foreign media should increase. He also thanked McGovern for IDG's assistance in China's earthquake relief work.

IDG China donated $300,000 to help in the relief efforts for the earthquake victims in the Yushu County District, in northwest China's Qinghai province. This gift was announced on national television and resulted in IDG China receiving a great number of congratulatory notes from top government officials and industry leaders. WU

Short takes

IDC has released the results of its annual software piracy study, conducted in conjuction with the Business Software Alliance. Ex-Soviet state Georgia led the list, with 95% of all software deemed illegal, followed by Zimbabwe (92%). The U.S. had the lowest piracy rate (20%), followed by Japan (21%).

CIO Publisher Emeritus Gary Beach discussed the findings of CIO's recent CIO Tech Spending Forecast with CNBC. According to the survey of 457 CIOs conducted last month, tech spending is likely to increase 6% in the next 12 months, the largest increase since May 2008. The CNBC interview can be seen at http://bit.lyb4SjrC.

IDG World Expo, producer of E3 Expo, which will be held June 15-17 in Los Angeles, reports strong exhibitor participation and robust attendee registration prior to the early registration deadline on May 3.

Poland

continued from page 1

Facebook and Twitter streams, e-newsletters and e-mail blasts. The campaign beat "all our previous statistics in terms of e-mail blasts opened."

After providing their business-card information, contest entrants had to answer 10 questions concerning the IT infrastructure at a typical SMB. They were then asked to describe in 300 words how they would use the prize server in a model company. "Users went to Fujitsu Web sites to check the details of the configuration and equipment of the server. They spent a long time getting acquainted with the brand, with each user spending an average of 40 minutes answering the questions," Ochab said. The answers were of such a high level that it took the Computerworld Poland editors more than a week to analyze them and choose a winner.

The server went to an IT manager at Port Gdansk. In addition, all contest participants received a 25% discount for a future Fujitsu server purchase. "Given the excitement generated by this campaign throughout the industry, no company considering a server purchase will forget to put Fujitsu on its short list," Frydrychowicz said.

"We promised to deliver our client 500 leads. They were very skeptical that we could do so in such a short period of time," Joseph said. "It was hugely satisfying to give them 1,800 names of people responsible for server purchases at their companies."

Poland's server market has become a hot one for global IT vendors vying for the wallets of potential buyers. "We saw a huge chance in offering this integrated, non-traditional program," said **Kazimierz Szot**, IDG Poland general manager. "It's the perfect time to use our dominant position in the market to drive leads for our clients. The Fujitsu server contest shows that lead generation is good business and can be fun at the same time."

Fujitsu is interested in continuing the program for six months. "We are close to finalizing the contract for an integrated program," Joseph said. That will include a "rich" Web site custom built for Fujitsu with text, videos and moderated discussions, a series of e-seminars, the use of social media and a custom-published print piece.

Write to krzysztof_frydrychowicz@idg.com.pl. WU

Fujitsu server project by the numbers

4 weeks: Length of IDG Poland's Fujitsu server competition.

17,925: Number of users who came to the contest site.

1,813: Number of registered business users who took part in the competition.

40 hours: Total time spent on analysis of results and winner selection by the Computerworld editorial staff.

one on one

John Amato

The vice president and publisher of Computerworld is this week's columnist. Reach him at john_amato@computerworld.com.

"In March, according to Nielsen AdRelevance, Computerworld ranked first among Computing & Technology-IT sites with 16.8 million ad impressions."

Q We're now a little more than halfway through the fiscal year. How are things looking at Computerworld these days?

A It's a great time to be at Computerworld! After a highly transitional year, Computerworld is seeing real momentum in the marketplace. As a brand we have a lot of exciting things to talk about with our customers. Computerworld has always had a great deal of power and influence in the marketplace, but we are now able to take a position of dominance in relation to our competitors.

Some of the things that are driving this progress include deploying the new tagline: "Peer Perspective. IT Leadership. Business Results." which truly supports our unique value in the market. We are committed to delivering on this promise through every facet of what Computerworld offers our audience and our advertisers. We have a lot to be excited about and proud of including the recent refresh to our Web site which debuted April 9 [see story, page 1]; the launch of our vertical sites covering IT Health Care, IT Finance, and IT Government in February; the redesign of Computerworld magazine, which will make its appearance with our May 24 issue; and, in March, according to Nielsen AdRelevance, Computerworld ranked first among Computing & Technology-IT sites with 16.8 million ad impressions!

Q Can you talk a little about the goals of the recent Computerworld site refresh?

A The goals of our site refresh were to enhance the user experience of the more than 3 million unique visitors that come to Computerworld.com each month and to offer new sponsorship opportunities for vendors interested in reaching our highly sought after audience of senior IT management decision makers and influencers who have an affinity for our brand.

The refresh was an extremely collaborative effort between our editorial team and the Online Operations Group. So many people were involved — in particular, **Matt Goebel**, **Dawn Peterson**, **Presh Costales**, **Zach Sullivan**, **Monique Caron**, **Emily Borgna**, **Karen Werner**, **Sharon Machlis** and **Val Potter** did an amazing job of achieving a more friendly and functional user interface across our home page, article and news pages, which allows visitors to optimize their time on our site. The result is a very clean look with robust navigation options and newly defined content channels that speed access to the content and resources of greatest interest to them. In addition to significant changes made to topic categories, we incorporated more direct access to our vertical sites. Other notable changes include new headline and body fonts and larger type on the article pages for increased readability. The site also features a new horizontal navigation system (eliminating the left-hand navigation column) and wider story pages, which gives the site a more open and contemporary look and allows us to incorporate images and rich content such as videos at the top of articles.

Feedback from our advertisers has been great and where many sites realize a slight dip after a refresh of this type, we saw traffic increase from the month prior.

Q You mention the magazine redesign debuting soon. What are the goals of that redesign?

A Our goal was to create a more contemporary look designed to better showcase the incredible content offered in every issue.

April Montgomery, the art director on this project, with **Mitch Betts**, our executive editor, and **Scot Finnie**, our editor-in-chief, really hit the mark. The new design is very comprehensive in that we've removed any vestiges of being a news tabloid and have gone to a full magazine look. At the same time, the magazine is still very recognizable as Computerworld in that the logo, content, editorial personality, and resulting editorial journey are all intact.

We'll launch the redesign with our May 24 issue, and readers of this issue will benefit from a very clean and crisp design that makes outstanding use a combination of some very discreet and some very bold changes to our current design.

For example, while most won't notice our replacement of somewhat dated typefaces with new, modern fonts, the result makes for an easier read and flow to our content. At the same time, our readers will immediately notice that we've gone to a full bleed cover design that eliminates the "inside rail" in favor of real magazine cover lines and opened up our pages giving our cover story a more dramatic treatment. We've also redesigned all of our features and columnist pages. The new design is very bold and dramatic in comparison to our current design. Other changes include great use of pull-quotes to engage our readers beyond headlines, more use of photos and photo illustrations and a complete revision to our Shark Tank page, which showcases a franchise unique to Computerworld and which our readers enjoy immensely.

Q When you talk to customers, how do you position the brand and its portfolio of products?

A We position the Computerworld brand as the most trusted resource for the senior IT management and

continued on page 7

IDG Netherlands targets top position in local mobile market

Employees spend full day setting mobile strategy, second meeting planned

mDay 2010

A group of IDG Netherlands employees involved in mobile publishing recently gathered for the first IDG mDay to discuss where they see mobile devices, content and business models heading in the near future. The day-long meeting was organized by IDG Netherlands' management team with an eye to creating a mobile strategy that would make the Haarlem-based business unit's strongest brands the country's leading information sources on mobile devices.

IDG Netherlands Publisher ***Jeroen Jonker Roelants***

IDG Netherlands Publisher **Jeroen Jonker Roelants** said the key decisions made at the meeting included the following:

- IDG has to make a claim to "the new land" that is the mobile Internet in the Netherlands.
- IDG must be the first in the market to serve its audiences' mobile needs.
- IDG must appear first in mobile search engines on specific keywords.

"We've got strong positions on the traditional Web here," Jonker Roelants said, "but we believe the mobile playing field is yet to be divided. Our traditional and new competitors are trying to do the same, so it's a question of who will be there first to serve our audiences' mobile needs."

He added that most of IDG Netherlands' regular competitors seem to be "waiting." The most noteworthy competition has come from "unexpected parties," such as Dutch price-comparison Web sites that have built apps that allow shoppers to compare prices of IT and consumer electronics products by scanning bar codes.

Two local mobile experts — Laurens Rutten, managing director of MoMac, a company that builds mobile Web sites and apps, and Ronald Hoeksma, a mobile consultant — gave the group an update on mobile publishing's current status quo, i.e., what kinds of devices, browsers, operating systems and business models IDG Netherlands will have to deal with, as well as current best practices and trends in the mobile arena.

"After that we discussed the implications for IDG Netherlands," Jonker Roelants said. "We decided to ignore certain devices and operating systems and focus on the Netherlands' three leading platforms — mobile Web sites, Web applications and iPhone/iPad operating systems apps. And since the Android smartphone market, while still small, is growing really fast we also focused on Android apps."

Jonker Roelants said that, for the moment, IDG Netherlands will ignore Symbian, Windows Mobile and BlackBerry "since their market share in our mobile page views are too small. iPhone OS-run devices, including the iPod Touch, account for more than 70% of our mobile page views."

IDG must be the first in the market to serve its audiences' mobile needs.

— One of three guiding principles set forth at IDG Netherlands' mobile strategy meeting

According to Jonker Roelants, IDG Netherlands will choose "three or four of its strongest" 11 print and online brands to be its mobile flagships to gain a significant piece of the mobile pie. "For those brands we'll have to use all our creativity to develop all kinds of mobile Web sites and apps using the specific features of mobile — personal, location-based, always-on, etc." The remaining brands will have a basic mobile presence: simple mobile Web sites and apps with headlines only "just for now. We don't know how this market will evolve." He added that IDG Netherlands will also be looking at creating new, mobile-only brands or buying mobile competitors in certain areas.

The basic Web sites and apps will be the easiest to develop, Jonker Roelants said. "Some mobile Web sites and apps, such as Webwereld and GameZ, we built in the past year; for the others we're planning to use the iPhone OS and Android source code that's in the IDG Worldwide Tech Council's Code Repository." IDG Netherlands is talking with external developers about building one or two apps for the iPad, which won't be sold in the Netherlands until September. One of them will be an ITNews.com kind of IT news aggregation app codenamed 'TechWire,' he noted.

Jonker Roelants said mDay meetings will be held twice a year, "since the mobile area is changing so rapidly." Mobile task forces for each brand will also be formed.

Contact Jeroen Jonker Roelants at jjonkerroelants@idg.nl.

mDay task force members

Members of IDG Netherlands mDay task force included: IT Director **Dick de Groot**, BtoB Publisher **Herman Mantel**, Controller **Jaco van den Bosch**, Publisher **Jeroen Jonker Roelants**, Managing Director **Lennard Hoogenraad**, Sales Director **Patrick Vernack**, Deputy Managing Director **Rob Koghee**, Editor-in-chief **Peter Pool**, Event Manager **Gabriella Meijnckens** and Brand Managers **Egbert van Sterkenburg** and **Benjamin Dalmulder**.

Navigation matters

Analytics show that most users arrive at a site through a search-results side door and not the site home page front door. Computerworld Editor-in-chief **Scot Finnie** was asked why a site's visual redesign still matters:

"While it's true that many unique visitors come to a site via search, most are on a single-purpose mission. We know this because we can see their page views per visit, and that number is typically very low for CW — and for every Web site I've seen statistics for. People who come from Google are looking for an answer to a question. If you don't deliver it, your chances of converting them are slim to none. If you do deliver it, your likelihood of making them a recurring visitor goes up. But unless they have ongoing needs for IT information, you'll probably lose them.

Many SEO-delivered readers are not our target readers at all. They want to know, for example, what 'SOA' means because they heard the term in a meeting. But they're not IT people and aren't coming back for more. So, while there will always be new people coming in the side door, they're rarely the people that editorial and advertising are trying to reach. That's not to say that we don't find the right people that way. We do, and it's an important focus because SEO-delivered readers usually represent new unique visitors. But it's a little like panning for gold — you only get lucky once in a while.

"Content is what brings people to a Web site. And we can't afford to let any manner of finding our content fall by the wayside. That's why site navigation is important. In the end, we're in the business of creating the very best experience for our site visitors — great content that leads you to more great content and a site that's easy to find your way around. Doing that requires great site navigation and local site search as well as state of the art SEO."

CW site redesign

continued from page 1

the left side of every page of the site.

- Refined the logo bar design and created a new horizontal navigation menu system.
- Incorporated new fonts and increased font size on the article pages.
- Widened the body area of the article template to allow images and video to be displayed at the top of stories.
- Made key content, like large feature stories, easier to find.
- Heavily revised the site taxonomy, which also serves as the basis for Computerworld's topic centers. "The focus of this update to the taxonomy was to bring it into the next decade for readers and to make the topic centers more attractive to readers and prospective sponsors," Finnie said.
- Reworked the underpinnings of the topic center pages to make them much more SEO-friendly.
- Improved the accuracy of site search. Finnie said this was not part of the redesign effort but a "subtle and very simple tweak to Google Custom Search was discovered that was easy to roll out in the same timeframe."

JOE MOLA

Front row (L-R): ***Shaun Callaghan****, Web producer;* ***Presh Costales****, lead designer;* ***Karen Werner****, project manager;* ***Gail Fogel****, QA engineer; and* ***Emily Borgna****, Web developer. Back row:* ***Val D'Aquila****, senior Web producer;* ***Dawn Petersen****, managing producer;* ***Johanna Himes****, QA manager;* ***Monique Caron****, Web development manager; and* ***Kevin Gerich****, Web development manager.*

Among the new topic centers that recently debuted are Mobile Operating Systems, Netbooks, Data Security, Application Security, Content Management, IT Governance, Green IT, Enterprise Web 2.0/Collaboration, IT Leadership, IT Industry, Emerging Technology, Browsers, Internet Search and Web 2.0 & Web Apps. CW also retired 10 categories and renamed a long list of others, (see sidebar with this story on IDG Central). "The top level of the taxonomy list has fewer entries, and we now go down only one level — so the hierarchy was flattened."

Computerworld's topic centers offer numerous sponsorship opportunities. In the previous taxonomy, enterprise applications were spread out throughout the topic center list and some common topics weren't evident, Finnie said. The new site taxonomy groups enterprise applications together under the common Applications rubric at the top level. "This revision creates sponsorship opportunities. We've also worked to de-clutter our article template so that the ads we do have get top focus. What we've found is that we had far too many links on our pages, and many of them weren't that important to either advertising or editorial, so we made some smart decisions to elevate what is most important to our business."

There are also several new menu items in the comprehensive navigation structure. Finnie noted that in the previous design there was no way to find feature stories. "Once they circulated off the home page, they were lost. The focus was all by topic, and with so many topics to choose from — and a very outdated taxonomy of topics — it was difficult to find long-shelf-life stories that we put the most effort into. We significantly changed the topic-based navigation as well as the story-type navigation, i.e. News, Review, Blogs, etc."

Finally, instead of using a navigation system that was merely "a mind-numbing stack of clickable links," Finnie said CW also implemented a new hover-triggered drop-down menu system that conserves space while ensuring that both editorial and business selections are fully displayed in one place.

"We went back to the drawing board on the navigation in all phases: editorial, design/production and programming," Finnie noted. "That said, the rest of the many changes to the site would best be described as design-oriented, without any added functionality." [Online Operations Group Senior Online Designer] **Presh Costales** and [Senior Online Graphic Designer] **Zack Sullivan** did most of the new design work in step-by-step accord with the editors. This was truly a team effort between CW editorial and OOG, the Online Operations Group."

Contact Scot Finnie at sfinnie@computerworld.com. See this article on IDG Central for details on why the team decided not to use a formal focus group or survey for the redesign. WU

people profile

noteworthy

New employees

IDG Magazine Media in Munich has hired **Regina Münz** as a sales service trainee. A recent college graduate, she holds a degree in business education with a focus on media management from the University of Applied Sciences in Würzburg. In her free time she enjoys sports, reading and time spent with friends. *rmuenz@idgmagazine.de*

Lipton

IDG WORLD UPDATE

Previously a brand sales executive with USA Today, **Sarah Lipton** joins **Computerworld**'s San Francisco office as an integrated sales account director. She holds a B.S. in political science with a minor in city and regional planning from the University of California/Berkeley. Away from the office she enjoys cycling, hiking and swimming. *sarah_lipton@computerworld.com*

In Memoriam: Ornella Fusina

Fusina

The staff of IDG's publishing licensee Nuov@Periodici Italia is mourning the loss of their beloved colleague, Computerworld Italia Deputy Managing Editor **Ornella Fusina**, who died April 19.

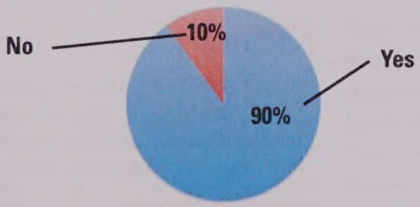
"Ornella was a brilliant news editor through 19 years of Computerworld Italia life," said **Paolo Lombardi**, former editor-in-chief of Computerworld Italia. "I was honored to work with her for 13 years, and she was an important part of a talented editorial team made Computerworld Italia the most appreciated professional magazine in the Italian IT community.

"Ornella was a fantastic colleague and contributed to the success of Computerworld Italia with several editorial products, including the 'The Top 100 Italian Software and Service Companies' ranking. She was also a lovely friend, and we all shared with her not only the exciting and magic moments of Computerworld Italia growth but also the hard days of the recent IT industry crisis.

"While she was continually devoted to her family and two sons, Ornella never decreased her professional engagement, and she was able to bring a flavor of grace and lightness to our office. For this reason those who knew Ornella loved her. We all miss our unforgettable friend and colleague."

Question of the Week results for May 10

Do you think the acquisition of Palm Inc. was a good strategic move for HP?



Log on to www.idgcentral.com to vote on this week's question: **If your mobile phone had a video chat function, how much do you think you'd use it?**

unsung hero

Burke

*IDG Corporate Services Group Network Services Manager **Bob Gleason** named Systems Administrator **Patrick Burke** his group's unsung hero. "Patrick works hard, takes time to analyze a situation and is not afraid to say that something does not look/feel right and then look at alternative solutions. He often goes above and beyond to help a client and almost never turns away a request for his assistance."*

Name
Patrick Burke

Career path at IDG
Desktop Support Specialist, Associate Systems Administrator; currently Systems Administrator.

Primary job responsibilities
I work on a variety of different servers, including corporate e-mail, Citrix and Active Directory. I also help maintain IDG's corporate data center.

Three things I do in a day's work
Resolve issues that are submitted via trouble tickets, monitor servers and ensure that IDG's corporate data center is running without issue.

What I love most about my job
I think the best part is getting to learn something new about technology almost every day. It also doesn't hurt that I get to work with a great bunch of people.

Latest accomplishment
Deployed a self-service Web site for employees to unlock their accounts and reset their passwords without having to log help-desk tickets.

What I'm doing to be a better employee
Continually learning about existing and future technologies that will impact IDG.

Career highlight
Most recently, being nominated for the IDG Professional training program. I got to interact with employees from many different business units, as well as get insights from the guest speakers. The program helped me examine my strengths and weaknesses as an employee and provided guidance into improving those.

Interests
Playing golf and tennis, following my favorite sports teams and watching movies.

What others can't tell just by looking at you
I have seen every Academy Award winner for Best Picture as well as every one of the American Film Institute's 100 Greatest Movies of All Time.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Adele Lee *IDC*

19

Megumi Okamoto *IDG Japan*

16

Jim Sullivan *IDG International Publishing Services*
Elisabeth Rainge *IDC*

13

Matthew Bennett *IDG U.K.*

10

Thomas Heim *IDC*
Bill Rigby *IDG Enterprise*

9

Anders Huldt *IDG Sweden*
Leigh Mills *IDG*

Rosa Penalva *IDC Mexico*

7

Shantini Singh *IT World Canada*

6

Norihiko Seki *IDC Japan*
Jed Scaramella *IDC*
Carrie Ann Ciaccia Mathews *CXO Media*

5

Koichi Sato *IDC Japan*
Jefffrey Dong *IDC China*

4

Maureen Fleming *IDC*
Larry Fauscette *IDC*
Jason Croci *IDG Enterprise*

3

Cindy Lang *IDG China*
Gilene Caiado *IDC Brazil*
Nikki Causer *IDG U.K.*
Marcos Iuato *Now!Digital Business/Brazil*
Jillian Gardner *IDG Human Resources*
Eliza Chue *IDG Strategic Marketing Services*
Bhavna Verma *IDG*

2

Rathina Sabapathy *IDC Center for Consultancy & Research/India*
Adil Shahzad *IDC Center for Consultancy & Research/India*
Aline de Souza *Now!Digital Business/Brazil*
Robert Rebecchi *IDG*
Marissa Berenson *IDG International Publishing Services*

1

Joe Liu *IDG China*
Sheen Xu *IDG China*
Allan Huang *IDG China*
David Ramli *IDG Australia*
Tim Dean *IDG Australia*
Cheryl Looi *IDC Malaysia*
Vikram Hegde *IDC Center for Consultancy & Research/India*
Jonathan Cotes *Now!Digital Business/Brazil*
Margaret Sullivan *IDG Enterprise*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Contest: Describe your job in six words

What's your job really all about? Take a mini-break and try to describe your job — the good, the bad and/or the ugly! — in six words or less. IDG World Update will publish the best ones, and send an IDG pen to the authors. This is the last week; send your creations to world_update@idg.com by May 19.

Entries have been coming in steadily; add yours to the list! Either try a sentence ("Seeks interesting, useful news from employees") or two ("Convince client to sign deal. Celebrate!").

One on one

continued from page 3

technology influencer communities who are charged with aligning their companies' business and technology goals. We also make a point of showcasing our unique, peer-based approach to content, which is evident in everything we do including coverage and analysis of news, transformational technologies and trends, and real-world strategies for implementing technology to drive business results.

Our advertising customers' expectations have most definitely changed over the last couple of years. They simply can't afford to work with media companies on a transactional level. They want to partner with organizations that offer comprehensive, tailored solutions that map specifically to their unique needs and that drive sales. IDG Enterprise and Computerworld continue to lead the market in our ability meet our customers' evolving needs. Our partners benefit from our exceptional ability to create and drive relevant content, bring together our influential and powerful community and encourage and participate in conversations with them over multiple media including social networks. As a result, our ability to enable strategies conducive to conversion is unmatched in the industry.

Q Computerworld.com recently launched three new vertical sites. Why?

A At the start of this year, we launched Computerworld IT Health Care, IT Finance, and IT Government. Our goals in doing this were to extend the reach of Computerworld.com to these audiences by providing them with dedicated content, and at the same time to provide IT marketers with a platform to engage with them. When you consider the influence and participation these verticals will have in relation to IT spending in the coming years, it's staggering. With that, our customers are placing additional emphasis and resources against these segments, and we're now in a position to capture revenue associated with these efforts. The Online Operations Group led by **Kevin Gerich**, **Presh Costales** and **Shaun Callaghan**, did a phenomenal job at getting these sites launched quickly, and as a result we've been able to offer a unique opportunity for sponsors while generating incremental revenue in the process.

Q How are you getting the word out to customers?

A Because of all these great innovations, we have a lot to talk about in the marketplace. In addition to all the Computerworld conferences, and sales call the reps are going on, we have had some fun with customer events. We recently held an event in San Francisco that was well attended by 35 engaged customers. So engaged, in fact, with the Computerworld brand that they came up with a slogan that we put on T-shirts: Computerworld — We are "IT". This has been a great hit, allows us to have fun with the brand, and better yet, helps get the message out about the value of the broad Computerworld audience. We have another customer event planned for New York on May 27, and maybe that will generate more ideas from our customers! WU

celebrating 10!

Name
Tracy Yee-Vaught

Home
Walnut Creek, Calif.

Joined IDG
February 1999, Copy Editor, Publish.

Current title
Senior Copy Editor, PCWorld. We on the PCW copy desk serve as advocates for the reader, always striving to ensure quality, consistency and clarity in print and online articles.

Most challenging part of your job
A lot of things get thrown at the copy desk each day, so dealing with multiple deadlines and shifting priorities can be a challenge. It's essential to work quickly and to manage time effectively.

Best part of your job
I'm neither a word nerd nor a grammar cop, but I do appreciate the complexity of the English language, and I'm thankful for the opportunity to work with it on a daily basis.

I joined IDG because
The copy chief and managing editor of Publish turned me into a copy editor (I had never done this kind of work before, even though I was interested in it). I will always be grateful to them for giving me this career.

Best way someone could compliment you on your work
Ideally, a copy editor's work should be unnoticeable; we don't want to do anything that detracts from the final product. All I ask is that people remember what we do. We're here to uphold standards of quality and to catch problems before the public ever sees them.

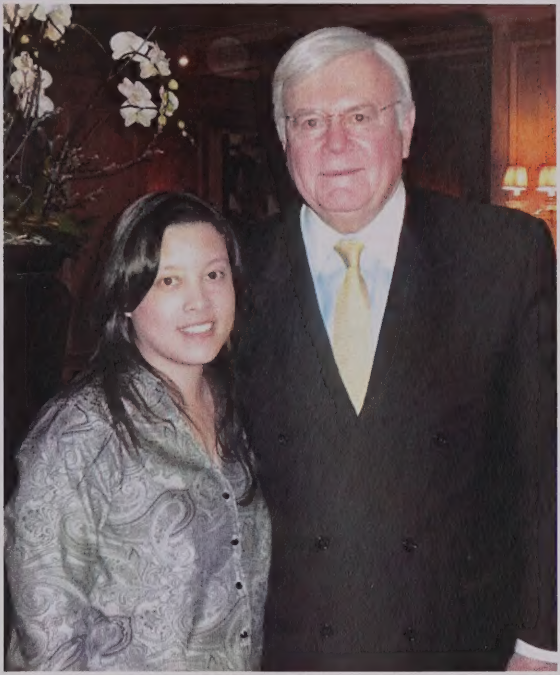
What I'm doing to be a better employee
I am a perpetual student. A majority of what I know today is stuff I picked up on the job, no formal training involved. I'm always looking for something new to absorb and understand.

Interests outside the office
I enjoy solving logic puzzles. And in recent years I've been hooked on Web riddles and puzzles — to the point of creating some of my own.

Family
My husband, Kevin, and I recently celebrated our sixth anniversary.

What ability do you wish you had
I've tried to learn Latin, but unfortunately I can't seem to make it stick.

First job?
My first job was not related to publishing; the daily tasks I performed are not worth describing here. But the job was with a division of a well-known company that has a distinctive corporate culture, and that had a significant impact on me.



***Tracy Yee-Vaught** was the guest of IDG Chairman **Pat McGovern** at a recent dinner honoring her decade of service to the company.*

What it taught you?
The company I worked for emphasizes tradition, high-quality products and services and all-around excellence. I was glad to be part of a team that tried to live up to those ideals every day. During my time there, I also had some unique experiences that taught me how to succeed under pressure.

Retirement dreams?
I would love to have an RV and tour the country.

Manager's profile
"Tracy is a true all-star. She transforms even the sloppiest manuscript into clean, graceful, error-free prose, and she does so with remarkable speed and good humor. The standard she sets for her work is extremely high and encourages everyone around her to raise theirs as well. Yet despite her extraordinary technical skills, she maintains an exemplary attitude — matter-of-fact, upbeat and tactful — that makes her a pleasure to work with."

— Kimberly Brinson, managing editor, PCWorld

Get passes for Museum of Science, New England Aquarium, Children's Museum

As a corporate member of the Boston Children's Museum, the New England Aquarium and the Museum of Science in Boston, IDG has passes available for distribution to employees. IDG employees from the Boston area or employees visiting the Boston area may request passes by sending an e-mail to world_update@idg.com. You may request up to four passes per venue.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

John Amato *Computerworld*
Scot Finnie *Computerworld*
Jeroen Jonker Roelants *IDG Netherlands*
Krzysztof Frydrychowicz *IDG Poland*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

24 MAY 2010
VOLUME 40, NUMBER 19

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IGS showcases IDG's mobile opportunities for clients

London event aimed to establish IDG as key partner in mobile space

> *"Mobile should not be an afterthought when planning campaigns but rather a fully integrated campaign element. We need to experiment and keep it simple with adding mobile into the media mix as a logical extension of existing programs."*
> — Christina Carstensen

IDG Global Solutions EMEA hosted its first mobile seminar in London on April 22 as a way to educate agencies and customers about the mobile media landscape, share IGS' recent mobile-related research in 11 European countries and showcase IDG's mobile opportunities. The 38 attendees represented a broad cross-section of IDG's customer base including HP, Oracle, IBM, Samsung and Trend Micro.

"The event's main objectives were to establish IDG as thought leaders and media partners in this key area," said IGS Director, International Sales **Christina Carstensen**. "The usage of mobile in the media mix is still new, especially in the B2B space."

Peter Bryant from the agency Black Mobile talked about trends in the mobile market and the different ways to activate mobile marketing campaigns. A key element of the presentation was a practical look at the considerations that agencies and clients have to keep in mind when planning and implementing their mobile programs.

*Director, International Sales **Christina Carstensen** and Executive Vice President **Colwyn Munro** played key roles in organizing IDG Global Solutions' mobile event for agencies and clients.*

The second external speaker, Annabel Hembry from the Daily Mail Group, shared best practices from the perspective of a B2C publisher. The Daily Mail Group offers mobile as an integrated part of its product port-

continued on page 5

IDG SMS's Amplify program spreads to Europe

Denmark, Spain and U.K. localize program for clients' social media campaigns

IDG Strategic Marketing Services' (SMS) Amplify program is getting amplified. IDG Denmark and IDG Spain have adapted the program and launched their first social media client campaigns, both for Microsoft, and IDG U.K. has borrowed some Amplify elements for a new campaign with Fujitsu.

The Amplify program is designed to offer marketers a way to not only reach, but engage, their customers by creating Twitter, Facebook and LinkedIn conversations about their products and services on IDG and IDG TechNetwork sites. By responding to a question of the day or a poll, for example, IT decision makers and consumers share their thoughts about a vendor's product or service; a contributor's followers will also see the conversation and can join it without having to go to an IDG site, thereby exponentially "amplifying" the program for the vendor and IDG. (For more about Amplify, see IDG World Update, May 11, 2009.)

"The question of the day program is something we launched last year, and Microsoft is our biggest social win to date," said IDG Strategic Marketing Services President **Matthew Yorke**. "So basically business units have taken that and gone straight to local Microsoft offices and sold it, which is, of course, the IDG way."

According to Yorke, SMS shares its Amplify presentations with IDG business units worldwide, provides training on the different products in the program and which are best suited to a particular client's need, helps them understand how to sell those products and shares pricing and implementation information. "We also share our best practices and constant innovations so that local markets can cherry-pick the ideas and sell them to their local clients," he said, adding that his group also works with IDG Global

continued on page 4

Inside this issue

IDG Sweden organizes network for IT company CEOs *page 2*

CIO Pakistan launches country's first blog contest *page 2*

One on one: IDG Enterprise Online Editorial Director Brian Carlson *page 3*

Celebrating 10! GamePro's Mike Weigand *page 8*

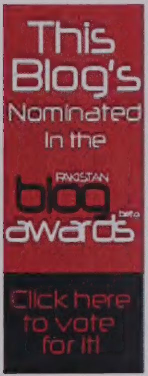
CIO Pakistan blog contest aims to promote country's citizen journalists

CIO Pakistan Editor-in-chief ***Rabia Garib*** *(center, facing backward, in hat) and her staff hosted representatives from 14 of Pakistan's leading new media digital agencies for a two-hour "TweetDeck" cruise during which they discussed challenges they face in growing their clients' online businesses. The TweetDeck was part of a series of activities CIO Pakistan has undertaken recently that have helped build awareness and interest in its upcoming blog awards.*

Just four more days remain in the voting to select the best blogs written by, about or for the Pakistani community worldwide. Sponsored by CIO Pakistan in partnership with Google, the awards will honor blogs in 33 categories ranging from business to sports, science, health care, food, tourism and current events.

With a theme of "Recognizing the Many Faces of Pakistan," the program aims to promote citizen journalism and offer the world other perspectives of Pakistani culture and current events than those portrayed by the mainstream media, explained **Rabia Garib**, editor-in-chief, publication, online and events, CIO Pakistan.

The contest was launched in January and to date has attracted more than 400 entries and 10,000 unique votes. Blogs are written in English and Urdu. "These might sound like insignificant figures when compared to the readership and following of the New York Times, but we are thrilled with the response," Garib said. There are some 18 million Internet users in Pakistan and the blogger community has been growing at an "incredible" pace during the past few years, Garib added.


This Blog's Nominated In the
PAKISTAN
blog awards
beta
Click here to vote for it!

One of the banners CIO Pakistan made available for bloggers entered in its contest to use on their blogs.

Promotion of the contest — the first of its kind in Pakistan — took off through the blogosphere, Garib said. "We encouraged bloggers whose blogs met our entrance criteria to reach out to their readers and urge them to vote." To assist in that effort, CIO Pakistan made a number of banner and button images available to bloggers announcing the blog's entry into the competition and urging readers to go to the site and vote.

Category winners will be determined by a combination of votes garnered, comments and the discretion of a panel of judges assembled from Columbia University, Harvard University, UNICEF, The Future Foundation, Yonja Media, PnG Global and several other organizations. Sponsors include Nokia, Dell Pakistan, Dawn News, Canon, Supernet, CityFM9, Radio1FM91 and Digispace Global.

The award ceremony will take place on May 28 in Karachi, Pakistan.

For more information or to check out the blogs entered in the contest, visit http://blogawards.pk. Or write to Rabia Garib at rabia.garib@ciopakistan.com. WU

IDG Sweden offers networking group for IT company CEOs

IDG Sweden recently launched First Class, a network for IT company CEOs designed to allow these professionals to meet, discuss issues of common concern, share experiences and learn from one another. Organized by **Therese Järnankar**, event editor, and **Britta Liljegren**, business manager, First Class comprises 20 CEOs, each of whom has paid SEK 25,000 (US$3,250) for a one-year membership.

Therese Järnankar

Five meetings are planned for the year, Järnankar said, with the first one taking place last month at the IDG Sweden office. The five-hour meeting featured a presentation from the CEO of a Swedish broadcasting company, who shared some thoughts on what it means to be a successful leader. IDG Sweden CEO **Lars Dahmén** also addressed the group and discussed the importance of professional networks in these changing times. Several hours were reserved for the CEOs to get to know one another and to break into smaller groups for discussion.

A second meeting was held last week and featured three former CEOs from the IT sector each of whom has launched a new career in a different industry.

Britta Liljegren

Järnankar said the remaining meetings will take place in a variety of settings, including at least one more at the IDG office ("all of the CEOs already have a connection to us and find it interesting to see our facilities and meet our staff," Järnankar said) and at least one will involve some sort of outdoor activity such as a trip to a shooting range and a dinner. Each member of the First Class network is also provided with contact information for the other members to facilitate ongoing dialogue, Järnankar said.

The group's size will be capped at 25, Järnankar said. "As soon as the group gets bigger than that, people won't talk as openly as we want them to," she said.

Järnankar said she and Liljegren identified a group of 60 CEOs that they invited to join the network and contacted each individual via e-mail to introduce First Class and invite them to join. "We also met some of our prospective members in person to discuss the group in more detail," she said.

Järnankar offered the following tips for other business units that might consider offering a similar network for a segment of their audience:

- Allow plenty of time to recruit your members. "Some of our target members waited a month to answer our initial e-mail and then said yes quite unexpectedly."
- Always include some "get to know each other" activities — it pays off, she said, by helping the group's members to feel more comfortable with one another leading to better discussions.
- Try to bring in a speaker or two from outside our industry — new ideas and fresh approaches are always welcome.
- Listen to what the group itself is interested in and adjust your plans accordingly.

For more information, contact Therese Järnankar at therese.jarnankar@idg.se or Britta Liljegren at britta.liljegren@idg.se. WU

one on one the interview

Brian Carlson

The online editorial director at IDG Enterprise is this week's columnist. Reach him at bcarlson@cxo.com.

IDGE Social Media Task Force members

The IDG Enterprise Social Media Task Force currently comprises 10 members: **Bill Brenner**, senior editor, CSO; **Ian Lamont**, managing editor, The Industry Standard; **Jeff Caruso**, executive online editor, Network World; **Jodie Naze**, site director, ITWorld.com; **Joyce Carpenter**, director of blogs, Computerworld; **Julie Bort**, community editor, Network World; **Kim Nash**, senior editor, CIO; **Lisa Schmeiser**, newsletter editor, InfoWorld; **John Gallant**, chief content officer, IDGE; and **Brian Carlson,** online editorial director, IDGE.

In June 2009, IDG Enterprise established a Social Media Task Force (SMTF) charged with defining and sharing social media best practices with the IDG Enterprise editorial organization. IDGE Online Editorial Director Brian Carlson was appointed the group's leader, and each IDGE brand was asked to name one or two representatives to the group. Currently the group comprises 10 individuals, each of whom has a background in social media or is responsible in some capacity for social media on their sites. IDG World Update asked Carlson to provide an update on the group's progress.

Q How would you describe the mission of the Social Media Task Force?

A The first order of business for the group was to establish and produce a document that detailed our recommendations and requirements for all editorial departments under the IDGE umbrella. We completed and delivered that document in October 2009, and we are now engaged in ongoing best practice and brainstorming discussions about anything from social media statistics to training to story sourcing and more.

Q How does the group operate?

A The group meets once per month, and that has been the schedule since we started. Typically [SVP, Chief Content Officer] **John Gallant** and I help to establish an agenda with the group's input during each meeting. I will help to make sure we stick to that agenda to cover critical items, but the meetings overall are a very open forum for discussion and idea gestation.

Q Did you set some initial near-term goals?

A As I said, the first goal was to agree upon a set of company-wide editorial best practices, and then put those into a comprehensive document. Now, we establish at least a few action items each meeting and follow up on implementation in following meetings.

Some goals over the past six months have included setting up Twitter lists on important topics for each brand, such as lists on @CIOonline showcasing experts in virtualization, enterprise apps, Blackberry and social media. Another issue we discussed and resolved in the task force was promotion of sister site content on social media sites, which we all agreed was acceptable after a five-day time delay. Another action item from the meetings was an agreement to bring in an outside social media expert from Columbia University, which has been accomplished with the kind assistance of **Laurie Butson** from IDG Training. This expert will be presenting to the full IDGE editorial team at our group off-site in June.

Q Why is it so important that the brands focus so tightly on social media?

A Social media is critical for so many reasons. First, it's a modern communication medium that editors and writers need to be using to reach out and react to their users/readers and community. It allows editors to research stories, generate story ideas, find sources and keep in touch with PR and marketing personnel, among other methods of communication. Second, social media is a critical source of traffic for all Web sites. It is yet another method for Web users to find your content beyond navigation and internal and external search. As people spend more time on aggregator sites and social sites like Facebook, they will continue to be critical entry points to our sites, and we as editors need to ensure our content is properly represented on those sites.

Social media traffic to our sites represents anywhere from 5% to 20% of total overall site traffic, so it is a necessary place for us to focus our promotion efforts on.

Q What are the key social media platforms that media brands should focus on?

A Which social media platforms are key is going to be different for each brand and their respective user communities. The brand's particular content and audience will help determine where it should focus its efforts. One brand may do better on Slashdot, which is more targeted to developers and the open source community. Another brand with more consumer IT focus may do better on Digg, which has a broader, more consumer-focused audience. StumbleUpon is doing very well for CIO right now, although I can't really tell you why. Twitter is critical for connection and reach, but for most does not translate into significant in-bound traffic. Each site has a different function and purpose and community. You need to get familiar with those communities, familiar with the tools and functionality of each site, and then through testing and legwork, determine which ones will get the best ROI for your editorial time and investment.

Q Can you share a few best practices?

A Not all social media sites have the same function and purpose. Some are aggregators, like Digg and Slashdot, on which users or editors link to external content, and people have discussions on that content. For most of these sites a common rule of thumb seems to be the importance of submitting and voting content in an agnostic fashion. If you are with a particular brand, don't just go in and spam content submissions

continued on page 6

Amplify

continued from page 1

Solutions on international programs.

Yorke said that SMS has "tons" of campaigns running in the U.S. market. "We are threading Amplify and social networking through every proposal, and it's helping us get big winner-takes-all proposals this year from Avaya, Citrix and Microsoft, to name a few. We are on track to sell approximately US$5.4 million in pure social revenue in U.S. this year, and I estimate around $2M overseas."

IDG Denmark

IDG Denmark's Amplify campaign poses a question of the day about Microsoft professional products that can be followed on Twitter, Facebook and LinkedIn. It went live in early April on Computerworld.dk, PCWorld.dk and Eksperten.dk.

IDG Denmark Marketing Director **Peer Jensen** said after a nine-month sales and development process, the four-week, full-service program was sold for DKK350,000 (US$63,320), which is approximately 5% of Microsoft's total online spend in the country. IDG Denmark will see a profit of DKK270,000 ($48,000) after internal and external expenses for project management, freelancers and giveaway incentives.

"We put a lot of hours into this campaign," Jensen said, "but it is still very good business for us and has helped us gain an even closer relationship with Microsoft. Doing a program like this required involvement from Microsoft and gave us a chance to show them that we can do things their agency can't."

The program's Twitter questions — which ask readers their opinions on Microsoft's Forefront, SharePoint, SQL Server and other programs — change daily. There is also a random daily drawing of followers' names in which they could win a season pass to Copenhagen's Tivoli Gardens, an Xbox, an Iomega external hard drive or a mini-notebook from Acer.

On the day the program launched, 350 people responded; it is now drawing 5,930 respondents for the month. Jensen said the Microsoft "loved the campaign" and nominated it for an internal Microsoft award.

Jensen said the key players behind the program were IDG Communications CEO **Bob Carrigan** and, from IDG Denmark, Managing Director **Søren Queitsch**, Marketing Director **Karsten Bundgaard**, Online Development Director **Lars Jacobsen**, Senior Developer **Dan Nim Andersen** and Developer **Martin Korff**.

Amplify checklist

IDG Denmark Marketing Director **Peer Jensen** had the following suggestions for IDG business units considering launching their own Amplify program:

- Do you have the sales and site development manpower and knowledge to create the program?
- Can you afford the media space and program development?
- Keep in mind that the program will need the input and approval of many people in sales, marketing and development.
- You will need at least eight weeks for production if you're building the program from the ground up ("We did it in four, but it was a little hectic.")
- Give your client all the press you can for investing in the program. "We've pitched the program to "Markedsføring" ("Marketing"), the No. 1 marketing company in Denmark, and we'll also nominate the program for the next Danish Internet Awards."

IDG Spain

IDG Spain is currently running its first social media campaign — a Question of the Week series and a Twitter community for Microsoft called Business Ready (http://twitter.com/business_ready) — which launched last month on its Computerworld, CIO, Network World, PCWorld and CSO sites.

"Each question asks about different aspects of innovation, cost savings and productivity and how they relate to Microsoft," said **Daniel Comino**, IDG Spain online manager. "For example, one of the questions was 'Has your company updated to Windows 7?' which not only provides us with statistics on the installed base, but creates a professional, community atmosphere around the project." The program currently has 426 followers and will run through June.

Business Ready also has an accompanying Partner Zone where IDG Spain posts news, relevant articles and Microsoft case studies and white papers related to innovation, cost saving and productivity (http://www.idg.es/partnerzone/microsoft). "We also invite Partner Zone readers to be a part of the Business Ready Twitter feed and include a box with the latest Twitter comments. With this, we deliver traffic from the Partner Zone to Microsoft's case studies and white papers, as well as to the Twitter account," Comino said.

Microsoft's main goal for the 55,000-euro ($72,700) campaign, according to Comino, is to be seen as an early adopter of new initiatives. "Social networking is extremely important to them," he said. "In fact, Microsoft Ibérica decided to stop its Facebook efforts earlier this year and move into Twitter. We are very proud that they chose us to help them on this."

Staff involved in IDG Spain's first social media program included (from left): ***Cristina Díaz****, developer;* ***Arancha Asenjo****, online editor;* ***Daniel Comino****, online manager;* ***Natalia Villacampa****, sales;* ***Vanesa Martinez****, sales;* ***Encarna Gonzalez****, online editor; and* ***Miguel Palomero****, sales.*

IDG U.K.

Earlier this year, IDG U.K. set up its own SMS group — modeled on the U.S. division and headed by **Dan Shaw** — with the goal of driving revenue from the following three areas: integrated program delivery, ad networks and social media (see IDG World Update, Feb. 28, 2010). In March, IDG U.K. launched a three-month Twitter campaign for Fujitsu on its CIO U.K. and TechWorld sites.

continued on page 5

Amplify

continued from page 4

Shaw said it is a "Snapshot Polls" Twitter program, asking readers two questions per week. "This program is in support of and promotes Fujitsu's Infrastructure-as-a-Service [IaaS] solution. Fujitsu is trying to 'own' the IaaS space and be seen as a supporter of conversations around managed services generally."

Shaw said he is pleased with the response so far. The polls have generated more than 1,000 responses, and the Twitter page has more than 600 followers.

Shaw added that his SMS group tweaked some of the key elements of the U.S. program. IDG U.K. offers a hub that has a feed from the Twitter page alongside IDG and vendor content (http://tinyurl.com/275x2ea). "This was a really appealing addition," he said, "as we now have a single destination that provides users with trusted news and features — from IDG journalists — peer-to-peer content — from the Twitter feed — and vendor content."

The IDG U.K. team has weekly calls with Fujitsu to discuss the program. "It has definitely helped us get a closer understanding of the business issues Fujitsu is facing and has moved us from being seen as a publisher with a great product — CIO — to much more of a partner and a resource they can use for things outside of standard media programs," he added.

Key people involved in IDG U.K.'s Amplify-related programs are (L-R) Community Manager ***Joao Felizardo****, Senior Marketing Executive* ***Charlotte Staunton****, IDG U.K. SMS Head* ***Daniel Shaw****, Senior Account Manager* ***Matthew Bennett*** *and Online Designer* ***Stephen Taylor****. Not pictured: Online Manager* ***Margo Tiffen****.*

According to Shaw, none of IDG U.K.'s competitors offer anything similar. "We have a real steal on them in the social media space," he said.

Contact Matthew Yorke at matthew_yorke@idg.com or http://twitter.com/matt_yorke, Peer Jensen at p.jensen@idg.dk, Daniel Comino at dcomino@idg.es and Daniel Shaw at daniel_shaw@idg.co.uk.

Mobile

continued from page 1

folio, and Hembry showed various case studies on how to reach customers in successful, non-intrusive ways.

IGS presented the results of a recent survey it conducted with the help of local business units in Denmark, Finland, France, Germany, Italy, Norway, Poland, Russia, Spain, Sweden and the U.K.

The research, drawn from nearly 3,000 responses covered the users' mobile phone usage habits, mobile Internet access, app preferences and the downloads they're most interested in (technology news, general news, games, social media apps, sports news, etc.) The survey was promoted via medium-sized ads hosted on local IDG sites that linked through to the questionnaire. IGS EMEA collected and analyzed the results.

"This research was invaluable, giving our clients a much better understanding of the size of the opportunity, and we would like to thank all the local IDG business units that made it possible to share these insights," said IGS Executive Vice President **Colwyn Munro.**

In the final presentation, IGS showcased the mobile opportunities within IDG and where mobile fits into the media mix. "As a publisher we are committed to delivering the relevant content in the right format at the right time — in 2010, this strategy includes mobile" Carstensen said. "Mobile should not be an afterthought when planning campaigns but rather a fully integrated campaign element. We advised clients and agencies to plan, test, measure and test again. We need to experiment and keep it simple with adding mobile into the media mix as a logical extension of existing programs."

Days prior to the event, IGS EMEA Director, International Sales **Shane Hannam** closed an integrated campaign deal with the agency OMG for HP that contained an element of mobile, and the team was able to use that as a case study at the seminar.

"Many attendees have expressed interest in adding mobile to their marketing mix, and so we are now in the process of arranging follow-up meetings in order to capitalize on the momentum we have created," Munro said.

"My thanks and congratulations go to Christina Carstensen and the IGS marketing team for organizing a fantastic event that will no doubt result in some tremendous opportunities for local business units and IDG as a whole," said IGS President **John O'Malley**.

All presentations are available at www.idgglobalsolutions.com/mobile.html. For more details, write to christina_carstensen@idg.com.

IGS EMEA mobile research

IDG Global Solutions EMEA asked these questions in its recent 11-country survey on mobile usage:

1. How often do you access the Internet from your mobile device?

2. What information on mobile sites are you looking for?

3. Do you download mobile applications to your device?

4. Do you use the mobile Internet/mobile apps for work?

5. What kind of mobile applications do you download?

See the poll results with the presentation on www.idgglobalsolutions.com/mobile.html.

noteworthy people

New employees

Wandel

IDG WORLD UPDATE

Jerry Wandel joins **PCWorld** as a production specialist. He was previously a print producer with McCann Erickson. A graduate of California Polytechnic Institute in San Luis Obispo, he holds a B.S. in graphic communication and enjoys softball. *jwandel@pcworld.com*

Zimmerman

IDG List Services has hired **Brian Zimmerman** as an account services specialist. He will be managing and optimizing custom e-mail campaigns and working with customers to resolve issues. He was previously a marketing operations associate and list rental team leader with TechTarget. He holds a degree in electronic media and film from Towson (Md.) State University. A self-professed media buff, he also dabbles in art and music. A soon-to-be father, he enjoys spending time with his wife and three-year-old beagle Naughton. *bzimmerman@idglist.com*

Hover Xiao joins **IDC China**'s Vertical Industry Research and Consulting team as a senior market analyst; he was previously a consulting manager with Frost & Sullivan. He holds a double degree in English and psychology from HuaZhong Normal University in Wuhan, China. In his free time he enjoys reading and badminton. *hxiao@idc.com*

Spragg

Rosemary Spragg is **IDC New Zealand**'s new Telecommunications market analyst. Before joining IDC she worked for two years as a policy analyst at the Ministry of Economic Development, leading the government's rural broadband work program. She graduated from New Zealand's University of Waikato with a bachelor in social sciences, majoring in economics. Away from the office she enjoys travel and listening to 60s music. *rspragg@idc.com*

Chan

Winnie Chan is **IDC Singapore**'s new regional account executive. She has previously worked for IBM and Microsoft, holding positions such as business development manager and senior account manager. She earned a degree in information systems management/computer technology from Monash University in Melbourne, Australia. In her free time she like to travel, swim and read. *wchan@idc.com*

Chien

IDC Singapore has also hired **Karen Chien** as an administrative assistant. Her duties will also include helping human resources maintain its employee benefits program. She has a degree in business administration from Singapore's PSB Academy. Away from her desk she enjoys travel, outdoor sports and gaming. *kchien@idc.com*

Yuen

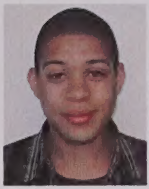
Jane Yuen is **IDC Hong Kong**'s new administrative assistant, responsible for coordinating office functions and meeting and assisting human resources. She was previously a legal assistant at Mizuho Corporate Bank. She earned a degree in sociology from the U.K.'s University of Kent. In her free time she enjoys reading, badminton and hiking. *jyuen@idc.com*

Hsu

IDG WORLD UPDATE

Previously an associate account manager with AOL, **Tiffany Hsu** is now an account executive at **GamePro**. She holds a B.A. in psychology and communications with a minor in English from the University of California/Davis. She enjoys international affairs, baking and scuba diving and has a "goal of visiting 30 countries by the time I'm 30." *thsu@gamepro.com*

Transfers


Noble

IDG WORLD UPDATE

Previously an intern and editorial assistant with **GamePro**, **McKinley Noble** is now an intern with the reviews and lab testing team at Macworld ("a magazine I've read for more than 10 years"). He holds a degree in journalism and Japanese culture from San Francisco State University and enjoys running at the beach, investigating local taquerias and "sharpening my Street Fighter skills at any arcade I can find." *mnoble@macworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on one

continued from page 3

for your brand alone. You should submit content and vote on content all across the Web. Being agnostic in your actions on these sites will lead toward more street cred and higher rankings on those sites. Knowing how to tweak headlines and blurb descriptions is also key to succeeding on some of these sites; some like Fark favor humor, so try and be funny. Writing custom heds/deks for Slashdot submissions also seems like an important requirement for getting successful submissions. Twitter is really different from the others. For Twitter it's important to be conversational; people don't really like Tweeters who just push content or re-tweet others' content. You need to develop a personality and individual voice to get significant followers on Twitter.

Q **What advice would you share with another IDG business unit that might be considering setting up a similar task force?**

A First off, before you make any decisions, listen to the people internally who are experts or have experience in social media. They should be involved in shaping your policy going forward, and help to ensure you are headed down the right path. Also, know what it is you want to accomplish before you make any plan. Do you want traffic? Do you want to increase the exposure of your brand? Do you want your editors to be doing research? Have actionable items for each meeting based on the goals and objectives you are setting for your teams, as it is very easy to get overwhelmed and bogged down with anything involving social media or online publishing in general. Resources are limited for everyone right now, so make sure whatever you do is focused on the efforts that will get you the most return for your investment. People flailing around on social media sites without any overall plan or goal is just a time sink and will not lead to positive results. WU

See next page for an excerpt of IDGE's social media best practices document.

Social Media best practices from IDG Enterprise

The following are some best practices included in the document created by the IDG Enterprise Social Media Task Force. If you would like to see the complete document, contact IDGE Online Editorial Director **Brian Carlson** at bcarlson@cxo.com.

Twitter (www.twitter.com)

- Every writer should have a professional account on Twitter and use it daily.

The goals at Twitter are:

- To grow a list of followers
- To converse with your audience
- To retweet quality content you discover
- To promote your best stories

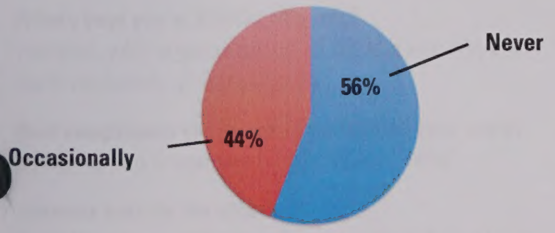
- What to Tweet about? Stories, videos and content posts in general.
- Twitter can be used to research stories, make contacts, engage in discussion with peers and readers and react to user issues and queries.
- All members of an editorial team should follow each other to avoid overlap and duplication.

Digg (www.digg.com)

- To build up your Digg profile for your brand, it is critical to have a single staff member as a power Digg user directly submitting content to the Digg site.
- There needs to be a network of people who are supporting you on Digg (not internal staff but regular Diggers).
- You need to support and vote up material from other independent sources.
- Submitting external non-IDG material and voting external material is important to building a network and a profile.
- Digg rewards diversity.
- Digg penalizes you for only Digging your own submissions.
- Things that are not popular on Digg: pro-Microsoft, anti-BlackBerry, anti-iPhone. Not a place for breaking news.

Question of the Week results for May 17

If your phone had a video chat function, how often do you think you'd use it?



Log on to www.idgcentral.com to vote on this week's question:
How do you keep track of passwords?

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Michael Deutsch *IDC*

22
Anthoula Andrisani *IT World Canada*

20
Mandy Tse-Wong *IDG Corporate Services Group*

19
Agnes Hejjas *IDG Hungary*

15
Caryn Bousquet *IDC*

14
Tom Wailgum *CXO Media*
Ann Hall *IDG Australia*
Jim Westcott *IDC Canada*
Julie Ross *IDC Canada*

13
Toby Hurlstone *International Controllers Office*
Avneesh Saxena *IDC Hong Kong*
Malgorzata Kubecka *IDG Poland*

12
Robert O'Donnell *IDC*

11
Teréz Berényi *IDG Hungary*
István Berényi *IDG Hungary*
Jonathan Guloyan *IDC*
Denise Watzema *IDG Netherlands*

10
Carla Arend *IDC Nordic/Denmark*

9
Terese Patterson *IDG Corporate Services Group*

7
Maureen Magee *IDC*
Ruthbea Clarke *IDC*
Luciana Almeida *IDC Brazil*

6
Xiao-Fei Zhang *IDC*

5
Joyes Lim *IDC Singapore*
Elzbieta Kurtyka *IDG Poland*

4
Victor Chong *IDG U.K.*

3
Jennifer Finn *CXO Media*
Laura Robertson *IDG U.K.*
Leo King *IDG U.K.*
Ramesh Babu *IDC Singapore*

2
Gena Grossberg *IDG TechNetwork*
Marc DeCastro *IDC*
Reinaldo Silotto *Now!Digital Business*
Yun Hwa Choi *IDC Korea*
Tsu Ann Tham *IDC Malaysia*
Vijay Sundararaman *IDC Singapore*
Nikhil Khandekar *IDC Center for Consultancy & Research/India*
Natasa Thoudam *IDC Center for Consultancy & Research/India*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Get passes for Museum of Science, New England Aquarium, Children's Museum

As a corporate member of the Boston Children's Museum, the New England Aquarium and the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. IDG employees from the Boston area or any employees who are visiting the Boston area may request passes by sending an e-mail to world_update@idg.com and providing their name and business unit address. You may request up to four passes per venue.

celebrating 10!

Name
Mike Weigand

Home
Pleasant Hill, Calif.

Joined GamePro
May 20, 1995, as Associate Editor.

Career path
Associate Editor, Senior Editor, Managing Editor.

Current title
Managing Editor. Scheduling and enforcing deadlines, proofreading text, making sure that all content is to production so that the issue ships to the printer on time. This applies to GamePro magazine, our quarterly issues published in conjunction with BradyGames and any other ancillary projects that might come up.

Most challenging part of your job
Staying on top of multiple projects and keeping priorities in order.

Best part of your job
Covering an industry that is constantly evolving, and being able to see video games at all phases of production — from storyboards to the final product.

Most memorable work moment
Some game companies have promoted their games in the most bizarre ways. We've been visited by Marilyn Monroe, a demented serial killer carrying a pair of shears and even a stripper made a visit to personally deliver a copy of Tempest X (the connection between the stripper and the game still escapes me). My GamePro writing persona (Major Mike) being made into an action figure was another memorable moment.

I joined IDG because
My first job after I graduated from college was with Electronic Gaming Monthly in Lombard, Ill. A coworker, Chris Nicolella, was recruited by GamePro; six months later, he recommended me for an opening (thank you, Chris). IDG has a great reputation, and I was looking for a change of climate (Chicago-area winters are brutal).

What's kept you at IDG for 10 years?
Working with a great group of people and the constant evolution of our industry.

Best compliment you've ever received on your work?
Being named Employee of the Year in 1997.

Interests outside the office
Spending time with my wife and kids. When I have time, running, reading, photography, movies, and (of course) video games.

GamePro's ***Mike Weigand*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating his years of service to IDG.*

Family
My wife Kristin and I have two children: Ava, 3, and Maclain, 4 months.

Fantasy job
Programming director at Turner Classic Movies.

Your idea of a perfect day alone?
A lineup of my favorite movies, starting with "Citizen Kane."

Favorite celebrity encounter
Of all the celebrities I've met over the years, the most memorable was Kyle Cooper. A very interesting and down-to-earth individual, Kyle is a title designer of several motion pictures (he created memorable opening credit sequences for Seven, Dawn of the Dead, Superman Returns and others) and video games.

Favorite vacation spot?
The Bahamas.

Retirement dreams?
Retiring to Tuscany in Italy. I've never been there, but my wife can't stop raving about it (so it must be something special).

Manager's profile
"Mike has lived through every phase of the evolution of games media in print, and his experience is invaluable in ensuring that GamePro gets out of the door on time every month, while tempering and gracefully accommodating my unreasonable last-minute prima-donna demands to change things. For the past two years he's also headed up the E3 Show Daily, too, an epic project that serves up news to attendees at the games industry's biggest and most important event of the year."

— John Davison, executive VP, content, GamePro Media

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Brian Carlson *IDG Enterprise*
Christina Carstensen *IDG Global Solutions EMEA*
Daniel Comino *IDG Spain*
Rabia Garib *CIO Pakistan*
Therese Järnankar *IDG Sweden*
Peer Jensen *IDG Denmark*
Daniel Shaw *IDG U.K.*
Matthew Yorke *IDG SMS*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

31 MAY 2010
VOLUME 40, NUMBER 20

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Integrated mobile/social media campaign begins June 1

IDG Global Solutions EMEA lands six-country program for HP

IDG Global Solutions EMEA recently entered into an agreement for its first combined mobile and social media campaign, a six-country program that aims to position HP as the TCO (total cost of ownership) leader for printers, mobile and networking. The campaign begins June 1 and runs through late September/early October on Computerworld sites in the U.K., France, Germany, Spain, Austria and the Netherlands.

COMPUTERWOCHE
Mobile Reader
sponsored by
HIT PRINT
hp

Computerworld brands in Germany (above), France and the U.K. are bypassing development expenses by using a mobile application created through an agency/IDG Global Solutions EMEA partnership.

HP approached IGS to pitch for the campaign and said the company was interested in exploring different channels, including social media and mobile. IGS proposed an online Resource Center as the program hub, to be known as the HP TCO Resource Center, which will incorporate a mix of social media activity, HP and IDG content. Podcasts will be available, created and recorded by local IDG editors, on topics related to TCO and ROI. An IDG Amplify element (See IDG World Update May 24, 2010) delivers a Question of the Day to engage with the target audience, and a dedicated community environment on Twitter will involve editors commenting on TCO/ROI issues and responding to the audience's tweets. Live tweets from the community will be fed through to the Resource Center and participating IDG sites for further engagement.

In addition, HP's interest in a mobile element "gave us a fantastic opportunity to secure an exclusive launch partner for our new mobile initiatives, and in the end we were able to deliver a truly integrated campaign," said **Shane Hannam**, director, International Sales, IGS EMEA.

Earlier this year IGS EMEA developed a European mobile strategy with various go-to-market mobile concepts, including QR codes and the promotion of clients' mobile applications through short message service (SMS) campaigns. IGS partnered with a London agency, Black Mobile, that created SMS functionality so that these mobile concepts could be

continued on page 4

Earlier this year IGS EMEA developed a European mobile strategy with various go-to-market mobile concepts... which could easily adopted by local business units whenever IGS found an interested sponsor.

Conference on online business shows steady growth

IDG Sweden's Internetworld "live" has prestige, multiple locales

IDG Sweden's Webbdagarna, an event that brings the printed Internetworld magazine to life, has been a strong event since it launched in 2005, but this year's edition was bigger and better than ever.

Held in Stockholm March 23-24, Webbdagarna drew 30 sponsors and close to 500 attendees, compared with some 20 sponsors and 300 attendees in 2009, pulling in 2.6 million SEK (US$347,000) and a gross profit margin of 45%. Attendance was up even though the cost of admission was increased significantly — list price 6000 SEK ($1,000) — though there was a reduced cost for targeted attendees.

The event has been positioned as the premier meeting place for people doing business online. Conference tracks, with more than 40 speakers, covered trends and case studies related to e-commerce, digital marketing, social media, search, mobile, B2B targeting and government 2.0. Attendees are mainly entrepreneurs, sales reps and marketing executives,

internetworld

*Internetworld Editor-in-chief **Magnus Höij** has overall responsibility for the brand's related event.*

continued on page 5

Inside this issue

IDG serves as lead sponsor for BtoB's Social Media Marketing Awards *page 2*

IDG Denmark's Peer Jensen sets company sales milestone *page 2*

One on one: IDG U.K. B2B Publishing Director Marcus Wilkinson *page 3*

IDG Czech launches CFOworld *page 4*

Computerworld Italia relaunches Web site *page 5*

IDG U.K. narrowly misses victory in MediaWeek Football Cup *page 6*

Describe your job in six words *page 8*

IDG serves as lead sponsor for BtoB's Social Media Marketing Awards

*IDG Strategic Marketing Services President **Matthew Yorke** (l) and BtoB VP/ Publisher Bob Felsenthal (r) presented the Best Viral Video award to the representative of HP agency Doremus, EVP/Director, Client Relations John Mannion.*

As lead sponsor for the first BtoB Social Media Marketing Awards, IDG was well represented at the awards ceremony in New York City on May 20.

The event, organized by the marketing strategy publication and site BtoB, recognized companies that have demonstrated excellence in eight social media categories: Best Use of Facebook, Best Use of Twitter, Best Use of LinkedIn, Best Use of Viral Video, Best Corporate Blog, Best Closed Community and Best Social Media Integrated Campaign (across more than one social channel) for tech and non-tech companies. BtoB editors chose the winners and runners up, and more than 1,000 visitors to the BtoB site voted for the People's Choice winners in tech and non-tech categories, which were announced at the awards luncheon. (For a full list of the winners, see this article on IDG Central.)

IDG Strategic Marketing Services President **Matthew Yorke** served as co-presenter along with a BtoB executive for the eight category winners. IDG Communications CEO **Bob Carrigan** presented the People's Choice awards to Cisco (tech) and American Express Open Forum (non-tech).

"IDG Strategic Marketing Services' lead sponsorship role in this unique awards program has been a major contributor to our thought leadership position in social media," Yorke said. "We've been associated with a high-quality awards program since its launch last January, which has opened doors for us at Cisco and American Express, among many other positive developments. We could not be happier, and we're looking forward to a lead sponsorship role next year."

> *"IDG Strategic Marketing Service's lead sponsorship role in this unique awards program has been a major contributor to our thought leadership position in social media."*
>
> *— Matthew Yorke, president, IDG SMS*

Networked Insights (an IDG SMS business partner), LinkedIn and genius.com served as supporting sponsors.

*Write to IDG SMS Director, Communications and Marketing Programs **Howard Sholkin** at howard_sholkin@idg.com. To see a video summary of the social media marketing panel that preceded the awards event, see this article on www.idgcentral.com or go to www.btobonline.com.*

IDG Denmark's Peer Jensen sets company sales milestone

***Peer Jensen**'s 68 million Dkk sales milestone was celebrated this month at a company party at which Jensen received this award.*

Despite being "a long way off 2008 numbers" ad sales at IDG Denmark are continuing to improve month to month, said Managing Director **Soren Queitsch**. And leading the charge is **Peer Jensen**, head of display advertising sales, who this month set a new all-time sales record for the company, racking up cumulative sales of 68 million Dkk (US$12.1 million) in the 10 years he has been with IDG. The previous record was held by former employee Lars Ostermann, who reached sales totaling 66 million Dkk ($11.8 million) in the 17 years he was with IDG Denmark.

"Peer sells everything he can get his hands on — print, online and events," Queitsch said, attributing Jensen's success to his "extremely good relationships with our key customers."

In addition to building excellent relationships, Jensen said he relies on some fairly straightforward tactics. First, he said, "you need to know all your products by heart. And all the feedback from reader surveys. Read your publications frequently. Identify the clients and planners at the agencies. Arrange meetings — both professional and social meetings with both clients and agency reps. Talk to your clients and find out what they consider to be their key success metrics for the next 12 months. And find out how your competitors work."

Jensen said most of their largest clients — Microsoft, HP, Lenovo, Dell, IBM — which are represented by agencies, are actively looking into new solutions such as TechNetwork, Executive Briefings and Amplify-type campaigns but still allocating the lion's share of their budgets to online branding campaigns. "Display banners are increasing month by month — we are definitely seeing some of the branding budgets coming back to the market," Jensen said. Smaller clients, that Jensen deals with directly, are "very keen on leads and stand-alone HTML newsletters and sponsorships for our Computerworld Breakfast Club event program."

"We did our first Amplify campaign for Microsoft in April, and this was a great win for us. First of all because it was good revenue, but also because it forced us to come up with solutions we haven't tried before, and Microsoft loved us for it!" (See IDG World Update, May 24.)

Contact Peer Jensen at p.jensen@idg.dk.

one on one

Marcus Wilkinson
The publishing director, B2B, for IDG U.K. is this week's columnist. Reach him at marcusw@idg.co.uk.

> *"By the end of this financial year, the 'big three' — lead generation, network sales and social media — will have driven almost 50% of total revenue in the B2B division."*

Q Who do you see as your primary competitors, and what are a few key features that distinguish CW, CIO and Techworld in the U.K. marketplace?

A We have a highly competitive marketplace in the U.K. with a range of competition both from traditional media houses that carry legacy print titles and online-only propositions that have transformed much of the landscape. The B2B division here in the U.K. differs from much of IDG globally, as CIO Magazine is our sole print product. We are virtually an online pure-play with 90% of revenue generated from online-only activities.

The unique differentiator in our portfolio is that we have followed IDG's tiered approach to the market with focused, audience-specific brands in CIO, Computerworld and Techworld, alongside a database product MarketBase and the TechNetwork. This has provided us with a much richer and more versatile portfolio than the one-size-fits-all solutions of our competitors and has enabled different growth strategies to be simultaneously pursued across multiple segments of the market.

Q Just a few years ago, IDG U.K. found it challenging to wring a profit out of its B2B brands, but now they represent half of the company's revenue. What changed, and what's the secret?

A By bringing the brands together under one publishing function we were able to implement a strategy that focused on sharing best practices and resources where appropriate. We rationalized the sales function and encouraged selling of more innovative solutions and integrated programs across the brands. On the editorial side, we restructured the teams in a way that created specialists for the many challenging tasks required on a day-to-day basis. This enabled our writers to focus on writing whilst working alongside a team that specializes in maximizing the return from our content through a variety of tactical initiatives such as community threading and SEO optimization.

We also moved quickly to capitalize on the potential of new revenue opportunities by focusing on each of the "big three" as they have emerged. By the end of this financial year, the big three — lead generation, network sales and social media — will have driven almost 50% of total revenue in the B2B division.

Q What are some examples of successful initiatives the enterprise brands have had related to social media, lead generation and ad networks?

A We created a social media solution based on the Amplify concept originating from the IDG Strategic Marketing Services group in the U.S. that harnesses the reach of our online portfolio to build a community and utilizes the strength of our editorial team to engage in conversation on a client-selected subject, without compromising our independence and integrity. So far this fiscal year we have run programs for key strategic customers such as IBM, Fujitsu and Vodafone, among others. [See IDG World Update, May 24, 2010.]

We created a Connect U.K. brand in 2007 and devoted resources to growing a lead generation business at the premium end of the sector. This positioning has been an important factor in our success to date. We have stayed true to the maxim of delivering high quality leads and protecting premium yields, thus enabling a healthy margin whilst developing the capability to deliver higher volumes.

In 2009, we created the TechNetwork in the U.K., which is swiftly growing our territory beyond our traditional borders. As with social media and lead generation, making a solid commitment and devoting resources to building the TechNetwork has enabled us to accelerate progress.

Q IDG U.K.'s lead generation business is IDG's second-largest in Europe. What have you done to create the right environment for growth?

A In 2007, we created a team to drive what was, at the time, an extremely small revenue stream for the U.K. business that had no real experience or expertise in this area. We developed the depth and breadth of the data we held and invested sensibly in the database infrastructure to enable the team to have the necessary tools to compete in a crowded sector with some firmly established players. Key members of the B2B marketing team here such as [Marketing Executive] **Charlotte Staunton** then invested a great deal of their own commitment and effort into honing e-mail marketing tactics to successfully drive the required growth in registrations and leads using the platform we created. On the sales side we are fortunate to have a great team in [Sales Manager] **Anne Campbell** and [Account Manager] **AJ Abella** who have built our reputation as the leading supplier of premium leads with a solid focus on establishing consultative relationships and standing firm at premium yields.

Q What kinds of event programs does your group organize?

continued on page 7

IDG Czech launches CFOworld.cz, magazine to follow

IDG Czech joined the growing number of IDG business units catering to the IT-related business needs of their countries' chief financial officers earlier this year when it launched CFOworld.cz. The site, which will be augmented by a quarterly print publication later this year, is currently attracting approximately 4,000 visits a month, according to Editor-in-chief **Zbynek Hutar**.

"The role of the CFO in corporations today is broadening," Hutar said. "Today's CFO has added decision-making responsibilities outside the traditional confines of financial management. Increasingly, they are assuming authority in procurement and ICT budgeting and buying, often replacing the CIO. We decided that the time was right to provide a resource for these key leaders."

CFOworld.cz editorial focuses on analysis, trends, strategy and management issues as they relate to the use of IT in the enterprise. Topics covered include risk management, cash management, compliance, accounting, business intelligence and more.

Hutar said advertising support has been strong with a number of software companies that focus on enterprise resource planning, customer relationship management and business intelligence solutions, data security, cloud computing signing on as well as out-of-category firms that provide tax consulting, accounting and bookkeeping services, retail companies, travel agencies, real estate companies and entertainment companies.

***Zbynek Hutar** is serving as editor-in-chief of CFOworld.cz.*

IDG Czech currently publishes the following print titles: Computerworld, CIO Business World, Security World, HD World and Channel World. Its online brands include: Computerworld.cz, CIOBusinessWorld.cz, PCWorld.cz, ChannelWorld.cz, SecurityWorld.cz, HDWorld.cz, Gamestar.cz, ScienceWorld and CFOWorld.cz.

Write to zbynek_hutar@idg.cz.

HP campaign

continued from page 1

easily adopted by local business units whenever IGS found an interested sponsor. Both the QR codes and SMS concepts were recently sold to Oracle, with the SMS-related campaign set to start in mid-June. (For more on the Oracle campaign's mobile concepts, see the most recent post in the Mobile Alert blog on IDG Central.)

The concept used for the HP program is an application, the Computerworld mobile reader, that gives IT Managers access to Computerworld news wherever and whenever they want it. Users download the mobile reader to their device once and then have access to CW news, the campaign's IDG Amplify Twitter feeds and podcasts from the Resource Center, even when they are not connected to the mobile Internet.

"The mobile reader has not only enabled us to link all media channels, but it also optimizes the usage for the IT managers, as they can listen to the podcasts while commuting and keep up to date on the community discussions," said **Christina Carstensen**, director, International Sales. As users read IDG news on their mobile device, they'll see "brought to you by HP" and the HP logo on all pages. HP branding is also on all marketing communication for the reader on participating CW sites and print publications.

Computerworld UK, Computerwoche in Germany and Le Monde Informatique in France have already committed to using the mobile reader, while CW brands in Austria, the Netherlands and Spain are considering it. "None of these local Computerworlds have yet launched their own mobile applications, so this is a great opportunity for them to start the service as the production costs, which can be very expensive, are covered by the sponsor," she said.

There are two reasons why IGS EMEA believes that the mobile reader is the right initiative at this time. "Our recent mobile user survey [see survey results at www.idgglobalsolutions.com/mobile.html] showed that the IT audience is predominantly interested in technology news. It also became apparent that traditional mobile phones such as Nokia and Samsung still dominate the market place, and we wanted to ensure the maximum reach for mobile, opting for a simple text format," Carstensen explained.

"The client is very excited to be the exclusive launch partner for such a new and innovative way of advertising," Hannam said.

Go to www.idg.es/partnerzone/ahorrocstes for a mock-up of the Resource Center for Computerworld Spain. For more details on all the mobile initiatives, write to christina_carstensen@idg.com.

Coming up

IDG Professional
Internal training program for high-potential and high-performing individual contributors
June 8-9
Parc 55
San Francisco
Contact: laurie_butson@idg.com

IT Roadmap
A Network World event
June 8
Cobb Galleria Centre
Atlanta

CIO Perspectives
June 9
Chicago

Cloud Leadership Forum
A Computerworld event
June 13 - 15
Hyatt Regency
Santa Clara, CA

E3 Expo
An IDG World Expo-produced event
June 15-17
Los Angeles Convention Center
Los Angeles

CIO Perspectives
June 16
Boston

BizTech 360 - Dallas
June 24
Sheraton Dallas Hotel
Dallas

CIO100 Symposium and Awards
A CIO Executive Programs event
Aug. 22-24
Terranea Resort
Rancho Palos Verdes, Calif.

DEMOFall
A Network World event
Sept. 13-15
Hyatt Regency Silicon Valley
Santa Clara, Calif.

CIO: The Year Ahead Summit
Nov. 7-9
La Quinta Resort & Club
La Quinta, Calif.

Relaunched CW Italia site features interactivity, customization

Major improvements in design and content, anchored by a new platform that offers new features for registered users, greeted visitors to Computerworld Italia's Web site, www.cwi.it, earlier this month.

"The new site not only showcases our journalistic content, but it also gives more visibility to our bloggers and the activities of our partners," said **Alfredo Distefano**, editorial director for IDG publishing partner Nuov@Periodici Italia. He said the entire CW Italia team worked on the new site, led by Executive Editor **Marco Tennyson** and Web Manager **Gianluca Fabrizio**.

Daily visits are already up about 20%, in part due to steps that were taken to improve indexing by Google, Distefano said. Average daily pageviews went up 30% to 40% in the first few weeks.

Two new channels have been added: People & Job and Green IT. Four brands – CIO, CSO, NetworkWorld and the non-IDG-related BankWorld – that previously appeared on two different Web sites are now four channels within CWI.it. Readers can now easily comment on the editorial content, not just the blogs.

A simplified registration system has opened up new opportunities for interactivity. Users can comment on articles and create a public profile with basic information (name, company, company Web site, etc.) that is accessible by other registered users by clicking on the customizable profile icon that appears, for example, when someone posts a comment. Registered users can more easily access white paper downloads by filling in a small amount of required information; the details stored in their profile are automatically included on the form. A customized area allows these users to keep track of third-party downloads from the site, articles they've designated as favorites and their comments and replies from other users.

A new Who's Who section is an area for company leaders (CEOs and COOs) from IT vendors that can ask the CWI staff to upload their photo, title, company and a 1,000-character resume.

For the first half of 2010, all visitors to CWI.it will be able to access a digital edition of the monthly magazine, which is an extended version of the print edition with multimedia contents such as video, audio and Web links. Later in the year there will be a subscription fee; the amount has not yet been decided.

Also planned is People TV with video interviews, no more than five minutes long, with prominent CEOs, CIOs and business managers in the IT community.

More details are in the IDG Central version of this article. Write to alfredo_distefano@nuovaperiodici.it. WU

IDG Sweden

continued from page 1

as well as people from IT departments and vendors in the online space.

Internetworld Editor-in-chief **Magnus Höij**, who has overall responsibility for Webbdagarna, credited the increase in sponsors to "our very talented and focused sales team that has been working on our relationships with advertisers and partners for several years. In particular, we've tried to target the larger accounts that we know are interested in online business and that have been tough to get as customers in other IDG publications." In addition, this year the team emphasized more strongly than ever that this would be a "can't-miss event, and this is something the industry understands and wants to be a part of." Sponsors were entitled to be part of an exclusive exhibition area.

Attendee numbers were up due to increased publicity and buzz via Facebook and Twitter, which supplemented the usual marketing channels and telemarketing efforts. "We also made sure we had the right people as speakers," Höij said.

Höij summed up other reasons for this year's success:

Think big, and it will be big. We have always seen Webbdagarna as a great platform for us, and we aimed at a bigger show with a growing audience. This year we used the largest venue in the city — the Stockholm Conference Center — and next year we will be at the newest and we hope an even greater location, Stockholm Waterfront.

Plan, and don't be late. We started planning earlier than ever, and even if there were things that needed to be organized late in the process, we had already finished most everything else.

Get good partners. There's no chance we can do everything ourselves. Having a good event partner that helped with everything around the venue (registration, food, etc.) has been absolutely critical.

Make sure the event business gets proper attention. In a publishing company such as IDG, it's easy to view our event business as secondary to the print and online business. For us at Internetworld, we cannot think that way. And we have never viewed it that way, either.

Höij said Webbdagarna's success wouldn't have been possible without **Anna Ekström**, business manager for Internetworld and Webbdagarna, who made sure the financing and the right partners were in place, and Project Manager **Yasmin Tilles**, who handled all the planning, site coordination and speaker relations.

In recent years Webbdagarna expanded beyond Stockholm and is also held in Sweden's second and third-largest cities, Göteborg and Malmö.

Write to magnus.hoij@idg.se. WU

Mobile aspects of Webbdagarna

Webbdagarna has a designated mobile site so attendees can register and get the agenda, news updates and information about the venue. Attendees can also use their mobile phones to answer quick polls at the event. During a conference session, the audience might be asked to answer a question by sending an SMS to a special number. The response results are immediately shown on a screen and used as part of the speaker's presentation or interview on stage.

Internetworld Editor-in-chief **Magnus Höij** offered these tips on developing SMS quick polls at conferences:

The right way:

- Short and easy-to-understand questions.
- Questions that anyone in attendance can answer.
- Provocative and entertaining questions that motivate people to participate.
- Make sure you have a quick tempo when you're presenting a series of questions.

The wrong way:

- Too many alternatives.
- Don't present them as surveys. Polls are mainly a way to get interaction and entertainment, not a way to do research.
- Don't use ugly technology. The presentation of the quick poll and results must be slick and smooth, especially at an event focused on online opportunities.

people noteworthy

Promotions

IDG WORLD UPDATE

Leung

PCWorldMacworld Labs Senior Data Analyst **Tony Leung** has been promoted to lab manager. "Tony has been an incredible help and resource," said **Ed Albro**, PCWorld editor who oversees the lab. "He's been in the PCWorld Labs for nine years, so he has a deep understanding of our testing system and a commitment to fair, thorough evaluation of products. He's also an open-minded thinker who's got a great knack for analyzing a situation and finding a path for our testing that's efficient, rock-solid and serves the needs of both PCWorld and Macworld. Tony has been instrumental in creating a common camera-testing protocol for both brands and developed much of the thinking behind our upcoming green ratings of systems." *tony_leung@pcworld.com*

IDG WORLD UPDATE

Galbraith

Macworld Lab Director **Jim Galbraith** adds senior lab manager to his title. "Jim has deep and varied experience in product testing," Albro said. "He started out in the ZD Labs and MacUser labs and has been with Macworld for 10 years. Jim's expertise and perspective has been vital to developing common testing methodologies for cameras and printers. He's made great suggestions that have streamlined how we evaluate camera output, for instance, while improving our consistency. Jim's experience as a writer also brings a great new element to the lab. This combination of Macworld and PCWorld lab resources is a very significant change. We're building a common set of tests that allow us to review a product once and publish the review with the appropriate rating on both sites. Bringing all our testers together should make that system even more efficient and foster sharing ideas." *jgalbraith@macworld.com*

New employees

Martin Korff is **IDG Denmark**'s new developer. Previously a Web developer with Brandhouse A/S, he recently received an M.A. in computer science and mathematics from the University of Copenhagen. A drummer and occasional competitive sailboat racer, he has also participated in the Paralympic Games. *m.korff@idg.dk*

IDG WORLD UPDATE

Lee

PCWorld/Macworld has hired **Jacky Lee** as mobile product manager; he was previously product manager with VeriSign, Inc. A graduate of San Jose (Calif.) State University, he holds a B.S. in business administration. In his free time he enjoys photography and is a World Vision child ambassador. *jacky_lee@pcworld.com*

Casey Domrose is **IDG**'s new group administrator, coming from The Monitor Group where she was a time and expense analyst. She holds a degree in studio art photography from Southern Connecticut State University in New Haven, Conn., and enjoys camping, hiking, movies and being involved with her two young girls' school activities. *casey_domrose@idg.com*

Transfers

Dalal

New at **IDC Singapore** is Senior Market Analyst **Amit Dalal**. Prior to joining IDC, he worked at IDC India as manager of Computing Products Research. A graduate of Maharshi Dayanand University in Rohtak, India, he holds a B.S. in electronics and an M.A. in business administration. His hobbies include music and meditation. *adalal@idc.com*

Previously an account manager with IDC Nordic, **Anders Christensen** joins **IDG Denmark** as a key account manager. He holds an M.S. in business development and enjoys outdoor water activities and playing World of Warcraft. *a.christensen@idg.dk*

Powell

Roberta Powell is **IDG Connect**'s VP, Sales, responsible for managing direct and indirect sales efforts. She was previously at IDC Framingham where she was AVP, Sales and developed custom research opportunities with clients such as AT&T, Accenture and Pricewaterhouse. She holds a B.A. in communications from Stonehill College in North Easton, Mass., and an M.B.A. from Boston's Northeastern University. In her free time she plays in a women's soccer league and practices yoga "to maintain calm in a household with teenagers." *roberta_powell@idgconnect.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG U.K. narrowly misses victory in MediaWeek Football Cup

Runner-up status still felt sweet to the IDG U.K. team. From left: ***Paul Kenny, James Poulson, Alex Ryan*** *(in blue),* ***Adrian Lloyd, AJ Abella*** *and* ***Steve Marshall***.

In its first year of competing in the industry-wide Media Sales Football Cup, run by the trade title MediaWeek, IDG U.K. stunned the competition with an impressive second-place finish.

The IDG Lions lineup included **Adrian 'Rocket Shot' Lloyd, James 'Karate Kick' Poulson, AJ 'Ankle Biter' Abella, Alex 'Good Touch For A Big Lad' Ryan, Paul 'Bulldog' Kenny** and goalkeeper **Steve 'The Cat' Marshall**.

IDG took on Facebook, News International and the Financial Times in the group stage and progressed to the knockout stages. First up were tournament favorites TV station Channel 5, who had romped their way through their group with four wins and no losses. That was until they met IDG!

IDG celebrated a hard-fought 2-1 victory and passage to the semi-finals. The crowd was stunned — one of the favorites was out and all the talk around the tournament was of these misfits from IDG ("They can actually play!").

The semi-final saw IDG meet the new tournament favorites, London morning newspaper The Metro. Kitted out in lovely white and blue kit, haircuts that would have made Beckham proud and the biggest single muscle unit to have ever graced a football field put fear in to the legs of IDG. But once again the never-say-die attitude of the Lions prevailed, with IDG winning on penalties for a place in the final.

Alas there was heartbreak in the final, as the exhausted IDG team was narrowly beaten — despite taking the lead — by national newspaper and last year's runners up The Telegraph.

It was a fine battling performance by IDG in its first MediaWeek competition. All the talk afterward was for an international version with IDG teams from around the world competing in its own football World Cup.

PC Advisor Ad Manager ***Adrian Lloyd*** *and IDG U.K. Publishing Director* ***Simon Jary*** *contributed this story.*

nniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

28

Deb Waters-Colacchio *IDG*

26

Mitch Betts *Computerworld*

25

Walter Kainz *IDG Germany*

23

Susanne Kratoschka *IDG Germany*

22

Deborah Vozikis *IDG Enterprise*

18

Stephen Lawson *IDG News Service*
Marlene Buschbeck-Idlachem *IDG Germany*

14

ristopher Gould *IDG U.K.*
even Traynor *IDG Enterprise*

13

Gabriele Dieiger *IDG Germany*
Klaus Maurer *IDG Germany*
Jacek Dudzinski *IDG Poland*

12

Izabella Milke *IDG Poland*

11

Niels Veileborg *IDG Denmark*
Karen Funk *IDG Germany*
Verena Ottman *IDG Germany*
Christine Vetter *IDG Germany*
Shunsuke Murahashi *IDC Japan*
Simone Bos *IDG Netherlands*

10

Mark Savery *IDG*
Chris Barnard *IDC Benelux*
Panagiotis Kolokythas *IDG Germany*
Nathaniel Martinez *IDC U.K.*

9

Horst Ellermann *IDG Germany*
efanie Kusseler *IDG Germany*
elinda Lejano-Manasan *IT World Canada*
Sonia Codispoti *Nuov@Periodici Italia*

8

Tomas Jirasko *IDG Czech*
Sascha Mutschler *IDG Germany*
Jan Larsen *IDC U.K.*
Sascha Zäch *IDG Switzerland*

7

Lu Dai *IDG Asia*
Björn Olsberg *IDG Sweden*
Bo Nordlin *IDG Sweden*
Satoshi Matsumoto *IDC Japan*

6

Anne Campbell *IDG U.K.*
Melissa Chau *IDC Singapore*
Elizabeth Enriquez *IDC Mexico*
Margaret Margossian *IDC*
Suzanne Newton *IDC*
Fabian Siegismund *IDG Germany*
Daniel Matschijewsky *IDG Germany*

5

Richard Shim *IDC*
Ryan Patterson *IDC*
Andre Quintiliano *Now!Digital Business Media/Brazil*
Karen van Velzen *IDG Netherlands*

4

Leon Xiao *IDC China*
Brian Howden *IDC Canada*
Christina Spano *IDG Enterprise*
Maidy Montoro *Now!Digital Business Media/Brazil*
Egbert van Sterkenbrug *IDG Netherlands*
Abigail Swabey *IDG Australia*

3

Alex Lincoln *IDG U.K*
Gavender Narula *IDG U.K.*
Siobhan Chapman *IDG U.K.*
Ella Zhang *IDC China*
Brett Ferry *CXO Media*
Richard Hartman II *CXO Media*
Valeria D'Aquila *IDG Enterprise*
Maibritt Møller *IDG Denmark*
Rene Schmoel *IDG Germany*
Sascha Neubacher *IDG Germany*
Masato Kaneko *IDG Interactive/Japan*
Norah Miller *IDG Sweden*
Christopher Whitehouse *IDG Global Solutions U.K.*
Peter Halasz *IDC Hungary*
Mateusz Was *IDG Poland*
Maxine Cheung *IT World Canada*

2

Jayshree Doshi *IDC Center for Consultancy & Research/India*
Emily Hart *IDG Enterprise*
Luciano Acosta *IDC Argentina*
Axel Lutz *IDG Germany*
Mattias Damm *IDG Germany*
Alexandra Gorski *IDG Germany*
Francisco Jeronimo *IDC U.K.*
Marta Munoz *IDC U.K.*
Dominika Borowik *IDG Poland*
Michal Reinholz *IDG Poland*
Rogier Warnink *IDG Netherlands*
Barbara Mooser *IDG Switzerland*
Oliver Wirtz *IDG Switzerland*
Dorothy Zheng *IDG China*

1

Fong Sim Cheong *IDC Malaysia*
Kelly Flores *IDC Brazil*
Jutta Eckerbrecht *IDG Germany*
Deborah Oliveira *Now!Digital Business Media/Brazil*
Koko Kong *IDG China*
Lai Mayling *IDG China*

All business units may send Anniversary information to world_update@idg.com.

One on One

continued from page 3

A To date our events have mainly centered on the CIO brand. In the main, we run roundtable dinners for eight to16 CIOs that are sponsored for revenues in the region of £25,000 (US$36,000) per dinner. In September, we are excited to be running the first CIO Summit full-day event that has three key sponsored strands in line with the focus of the brand (Business, Technology and Leadership). We have immediately seen great interest and quickly built an excellent list of CIO speakers that will contribute to the day in a variety of formats.

Q **How has the CIO brand evolved since it was introduced in the U.K.?**

A In December 2006 we launched the brand in print, and in March 2007 we launched online. We brought together an excellent editorial team led by [Editor-in-chief] **Martin Veitch** and [Online Editor] **Mark Chillingworth** that has created genuine respect and credibility in the market place, and we have risen to now be the strongest and leading brand in the sector. We have maintained the core principle of peer-to-peer engagement throughout and genuinely provide valued thought leadership for a demanding audience.

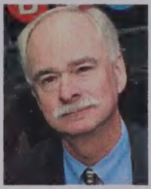
Commercially the growth has been almost exclusively through the online and events components. Print remains an important element of the brand that we aim to publish for profit, but online will represent over 70% of revenue by the end of FY10 and continue to rise through FY11. Critical to commercial success has been the extremely strong yields (averaging over $200 CPM) that the sales team has worked hard to establish.

off line for fun

IDG World Update asked employees to describe their job — the good, the bad and/or the ugly! — in six words or fewer. The authors of the best entries, seen below, will receive an IDG pen.

"Build it, and they will come."
— *VP, Product Development* ***Norris Boothe****, GamePro Media*

Boothe


Hill

"Listens. Gasps. Questions. Advises. Observes. Hopes."
— *CEO* ***David Hill****, IDG International Publishing Services*

"Maximizing monetary motivation. Fighting fiscal flabbiness."
— *Chief Financial Officer* ***Mark Sullivan****, IDC*

Sullivan

Flagg

"Juggles revenues and expenses, makes profit."
— *Business Finance Manager* ***Helen Flagg****, IDG List Services*

"Ad juggler, giving Web children smiles."
— *Traffic Manager* ***Alexandre Hainaut****, IT News Info (France)*

Hainaut

Burt

"Helping others to reach their potential."
— *Events Coordinator* ***Kate Burt****, IDC New Zealand*

Lavigne

"Leverage brand recognition via direct marketing."
— *Account Executive* ***Tim Lavigne****, IDG List Services*

"Making some noise without spending much."
— *Marketing Manager* ***Mathew Heath****, IDC EMEA*

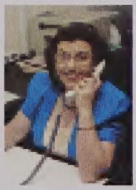
Heath

Gray

"Be the reader's advocate before publication."
— *Senior Copy Editor* ***Steven Gray****, PCWorld/Macworld*

"Sends bits down the Internet tubes."
— *Online Director* ***Pascal Hakim****, IDG Australia*

Hakim


Hall

"Persistence. Questions. Smiles. Writing. Typing. Talking."
— *Director of First Impressions* ***Ann Hall****, IDG Australia*

Have these inspired you? Send your descriptions to world_update@idg.com for possible publication.

Question of the Week results for May 24

How do you keep track of your passwords?

All in my head -- 31%
Software that consolidates them -- 26%
Written list -- 19%
A written list, but coded so not obvious -- 6%
Sticky notes on my computer or desk -- 6%
Other -- 12%

Go to www.idgcentral.com to vote on this week's question:
How old is the oldest computer you regularly use?

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Christina Carstensen *IDG Global Solutions EMEA*
Alfredo Distefano *CW Italia*
Kit Gould *IDG U.K.*
Magnus Hoij *IDG Sweden*
Zbynek Hutar *IDG Czech*
Simon Jary *IDG U.K.*
Ousmane Keita *IDG Czech*
Adrian Lloyd *IDG U.K.*
Sharee Pancha *IDG U.K.*
Søren Queitsch *IDG Denmark*
Howard Sholkin *IDG SMS*
Marcus Wilkinson *IDG U.K.*

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International Data Group is the world's leading technology media, events, and research company. Its media brands reach an audience of more than 270 million technology buyers in 90 countries. IDG's network features 460 websites and 200 print titles. The IDG TechNetwork represents more than 300 independent websites in an ad network complementary to IDG's media brands. IDG is also a leading producer of more than 700 technology-related events, including Macworld 2011, E3 Expo, DEMO, SNW, and IDC Directions. IDG's marketing services cover lead generation and content optimization such as IDG Connect, custom publishing, and social web marketing programs including IDG Amplify advertising. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events in IT, telecommunications, and consumer technology markets.

IDG World Update

7 JUNE 2010
VOLUME 40, NUMBER 21

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

comScore reporting big traffic increases for IDG sites

New measurement methodology more accurately reflects visitor numbers

Thanks to a new initiative from comScore, a leading provider of online audience measurement data, and the cooperation of IDG business units worldwide, advertisers and agencies are beginning to see some big increases in IDG's online traffic numbers. ComScore has partnered with Omniture to provide what it is calling "unified digital audience measurement," which provides a much more accurate picture of a company's online audience size and composition than previously available from any syndicated provider.

The new offering is a hybrid solution, combining Omniture's traditional Web analytics with comScore's panel-based data. In the latter approach, panelists agree to install metering software on their PCs that allows their online behavior to be recorded. While these panels include a mix of people at home and at work, historically the percentage of panelists at work has been smaller that that of home users. Furthermore, medium to large companies are generally underrepresented among the "at work" panelists, as are technology professionals. This situation has resulted in panelist behavior not accurately representing IDG's audiences or those of its competitors.

In December, IDG media sites in the U.S. and 13 other countries, as well as the IDG TechNetwork began participating in comScore's Media Metrix 360 program. Media Metrix 360 is a comprehensive methodology that combines the comScore user panel with page-level tags applied by IDG in order to account for a full view of site visitation. Tags are pieces of code that IDG applies to every page.

For IDG business units already using Omniture SiteCatalyst for their analytics, the comScore-Omniture partnership allows for data to be shared directly between the companies by leveraging existing Om-

continued on page 4

"We're pleased to see our numbers get closer to actual server logs with the new hybrid methodology. While quality of audience is more important than quantity, we want to be sure to get credit for the incredible quantity of users that we reach."
— Bob Carrigan, CEO, IDG Communications

IDC conference explores emerging Saudi Arabia ICT market

IDC Middle East/Africa broke new ground last month by partnering with Saudi Arabia's Communications and Information Technology Commission (CITC) to organize that country's first conference focused on the development of the local IT industry. IT Forum: The Challenges and Opportunities of Developing IT in Saudi Arabia was held May 9 at the Four Seasons Hotel in Riyadh and attracted some 620 attendees. On hand was a wide array of end users and representatives from numerous sectors of the Saudi economy as well as key stakeholders from government and higher education who are responsible for shaping the country's ICT industry.

***Steven Frantzen**, senior VP, Research IDC EMEA, and His Excellency Dr. Abdulrahman A. Al Jafary, governor, Saudi Arabia Comunications and Information Technology Commission. Dr. Al Jafary delivered the conference welcome.*

The day-long conference featured a welcome from CITC Governor Dr. Abdulrahman Al Jafary; an analysis of the local IT industry by Dr. Sulaiman Mirdad, deputy governor, IT Sector, CITC; a panel discussion focused on several local industries cited for potential development; and a session by IDC EMEA Senior VP, Research, **Steven Frantzen**, whose presentation, IT Transformations: The Macroeconomic, Demographic and Technology Landscape of the Next Decade, explored the changing dynamics of technology adoption and deployment and expectations for the next decade.

continued on page 5

Inside this issue

Kenya-based CIO East Africa looks online for future growth *page 2*

CIO East Africa journalist nominated for Diageo Business Reporting Award *page 2*

One on one: IDG Chairman Pat McGovern *page 3*

Mobile Alert blog: IDG Sweden to test mobile lead generation campaign *page 5*

Celebrating 20! IDC's Brad Christenson goes to Costa Rica *page 8*

the interview

one on one

Pat McGovern
The chairman of IDG is this week's columnist. Reach him at patmcgovern@idg.com.

> *“We're clearly making encouraging progress in recovering from the economic recession of 2009, and we're halfway back to the financial performance levels achieved in FY08.”*

Q How did IDG's operating profits for the first half of FY10 compare to plan and compare to the first half of FY09 and FY08?

A IDG's operating profits in the first half of FY10 (October 2009 to March 2010) were 45% ahead of plan and 151% ahead of the first half of FY09, but 48% below operating profits for the first half of FY08. So, we're clearly making encouraging progress in recovering from the economic recession of 2009, and we're halfway back to the financial performance levels achieved in FY08.

Congratulations to the following companies for coming in ahead of plan in operating profits for the first half of FY10: Connell Communications, CIO Executive Council, CXO Media, IDG Australia, IDG Connect Europe, IDG Denmark, IDG Germany Magazines, IDG India, IDG Japan, IDG List Services, IDG Netherlands, IDG Norway, IDG Sweden, IDG Switzerland, IDG TechNetwork, IDG U.K., IGS APAC, IDG Global Solutions EMEA, IGS U.S., InfoWorld, IDC, IDG International Publishing Services, Macworld, Network World and PCWorld.

Q Can you share with us some highlights from your recent trip to India?

A India is experiencing strong economic growth with GNP expected to grow 7.2% this year compared to 6.5% last year. Telecom is the fastest growing major technology market with about 550 million cell phone subscriptions used by 400 million people. About 12 million new subscribers are added each month. In the fall of this year, the Indian government will auction off three additional 3G licenses to private operators, which will greatly increase the number of smart phone users in India who can visit the mobile Internet and download interactive games, movies and animations. This will expand the opportunity for mobile information services by IDG India and investments by IDG Ventures India in companies offering value-added smart phone services.

IDG Media India is having an excellent year. For the first half of FY10, it is over plan in revenue and had an operating profit compared to a planned loss.

[President & CEO] **Louis D'Mello** and his team are making rapid progress in shifting revenue from print to Web sites and events. In the last 12 months, print revenue has declined by 47% while online revenue has increased by 250%, and event revenue has increased by 40%. They have established an IDG Media Custom Publishing team that is working directly with the chief executive officers and the chief marketing officers of their clients, getting intimately involved in their marketing communications strategy and producing custom publications and inserts for these clients. By being able to meet regularly with the top management of these clients, IDG India understands their long-term marketing objectives and proactively prepares proposals and programs to match these objectives. For the full year, IDG India expects to be 24% ahead of plan in operating profit.

IDG Ventures India has invested in 11 companies in areas such as Internet advertising, customized products sold on-line, medical electronics, cell phone tower management and computer security services. They have now been in business five years, and one would normally expect 20% to 30% of the investee companies to have closed their doors or be on the "death watch" list. Happily, all 11 companies are doing well. They are expected to equal or exceed their plans this year, and the forecast is that IDG Ventures India Fund I will return three to four times the capital invested by the end of its fund life in 2016.

Q Your practice of hosting employees at lunches and dinners in recognition of 10 years of service to IDG is a very unique recognition. How did you originally come up with this idea? About how many employees joined you for these 10th anniversary celebrations in 2009?

A In 1974, 10 years from IDG's founding date, I felt it would be appropriate to give special recognition to people who had been with IDG for 10 years. That's when the practice of having a lunch or dinner with such employees and giving them a personalized engraved gift started. At the time, I didn't really envision how large IDG would grow over the years, but I still greatly enjoy 10th anniversary events with employees, not only in the U.S., but in seven to eight other countries each year. In 2009, I had the pleasure of having 10th anniversary celebrations with 51 celebrants.

Q When you visit top executives of IDG clients, what are they most interested in these days?

A The recession in 2009 was much more severe than these executives expected, so they are putting a greater emphasis on getting the most accurate, timely and useful information about the size, growth rate, and nature of the buyers in each of the major markets for information technology, telecommunications and electronics. They regard IDC as the most trusted source of such information.

These executives tell me that in the past they looked to their advertising/PR agencies for help in under-

continued on page 6

Coming up

Cloud Leadership Forum
An IDG/IDC event
June 13 - 15
Santa Clara, Calif.

E3 Expo
An IDG World Expo-produced event
June 15-17
Los Angeles

Dynamic Infrastructure, Storage and Virtualization Seminar
An IDC event
June 15 -- Buenos Aires
June 22-- Santiago, Chile

Dynamic IT Conference 2010
June 16
Hilton Hotel
Frankfurt, Germany

CIO Perspectives
An IDG Enterprise event
June 16
Boston

ICT Service Delivery Summit 2010
An IDC UK event
June 24
London

Sixth Information Security Conference
An IDC Mexico event
June 24
Mexico City

comScore

continued from page 1

niture data collection tags. Business units not using Omniture for their site analytics placed data collection tags directly on their sites to allow for unified measurement. The result? When a page is viewed by anyone — whether or not that person is a member of comScore's panel — it is accounted for in the methodology. This allows IDG to report all page-level activity as well as visitation from shared computers and mobile phones.

> *"This change gives advertisers and agencies greatly improved data for media planning purposes; more specifically it narrows the gap between panel-based audience data and server-based Web analytics. The unified measurement approach ... provides a more consistent view into audience reach and composition."*
>
> *– Janet King, general manager, IDG Research Services*

"This change gives advertisers and agencies greatly improved data for media planning purposes; more specifically, it narrows the gap between panel-based audience data and server-based Web analytics," said **Janet King**, general manager of IDG Research Services, whose group manages IDG's relationships with syndicated providers of digital audience data and coordinates with IDG business units to ensure that all IDG properties are represented accurately. "Differences in data from these two approaches led to confusion among advertisers, agencies and publishers. The unified measurement approach reduces that confusion and provides a more consistent view into audience reach and composition."

With the unified numbers being reported for the various sites beginning in the February to April time frame, IDG and IDG TechNetwork saw significant increases in the audience numbers reported by comScore. "As a result of tagging our sites for the comScore initiative, we saw an average 160% lift in U.S. unique audience numbers and a 74% increase in worldwide unique audience numbers," King said.

"If we run an audience duplication report to represent IDG's reach across its owned and operated properties and the IDG TechNetwork, we see that before moving to unified measurement we reach a total unduplicated audience in the U.S. of 19.15 million and 58.3 million worldwide," King said. "But after moving to the unified measurement approach, our combined reach across our owned and operated properties and the IDG TechNetwork is 34.64 million in the U.S. [in April] and 65.85 million worldwide [during the same month]."

"We're pleased to see our numbers get closer to actual server logs with the new hyrbrid methodology and fully expect to see further increases over time," noted IDG Communications CEO **Bob Carrigan**."While quality of audience is more important than quantity, we want to be sure to get credit for the incredible quantity of users that we reach."

In addition to reporting on a site's unique visitors, which is information that is useful for clients and agencies, comScore numbers also help publishers gain a better understanding of how their online audiences compare to their competitive set in terms of reach (unique visitors), stickiness (page views, time spent on site) and composition (demographic characteristics, buying involvement, etc.), King explained.

For more information contact Janet King at janet_king@idgresearch.com. To download a white paper with more information about the Omniture/comScore Unified View of Digital Audience Measurement, see this story on IDG Central.

U.S. Unified Change for IDG and Its Brands: U.S. Unique Visitors

(% increase in April vs. comScore's unified status start)

IDG	64%
PCWorld	126%
Macworld	249%
Computerworld	169%
Network World	288%
Infoworld	211%
CIO	171%
ITWorld.com	27%

Worldwide Unified Change for IDG and Its Brands: WW Unique Visitors

(% increase in April vs. comScore's unified status start)

IDG	11%
PCWorld	18%
Macworld	170%
Computerworld	43%
Network World	185%
Infoworld	89%
CIO	76%
ITWorld.com	113%

IDC Saudi conference

continued from page 1

Saudi Arabia enjoys strong domestic demand for ICT products and services. ICT expenditure in the kingdom totaled over $20 billion in 2009 and is expected to reach $29.4 billion by 2014, according to IDC.

IDC staff involved in the conference included (l-r): ***Ronita Bhattacharjee****, associate VP, Conferences, IDC Middle East, Africa & Turkey;* ***Shabana Mahadiwala****, conference manager/Middle East, IDC; Tariq Al Saleem, IT projects specialist, CITC,* ***Deepa Ahuja****, project manager/MEA Region, IDC Middle East, Africa & Turkey; and* ***Walaa Hassan****, ference executive, IDC Middle East, Africa & Turkey.*

"If developed effectively, Saudi Arabia's large young population and the wide availability of investment capital can become powerful resources on which to build sustainable, export-oriented IT industries," said **Jyoti Lalchandani**, vice president and regional managing director, IDC MEA. "The country enjoys economic stability, making it an attractive destination for long-term internal and external investments, a strategic location; and low energy costs and relatively low real estate costs, which reduce the cost of doing business."

However, challenges exist, he noted, chief among them is a shortage of local IT professionals and a lack of IT skills. "The majority of Saudi IT companies, moreover, have weak internal capability and are therefore often unable to compete and capitalize on the rapid growth in domestic and regional IT markets."

According to CITC estimates, Saudi Arabia currently faces a shortage of more than 3,500 IT professional — a gap that is expected to grow to nearly 30,000 in the next five years.

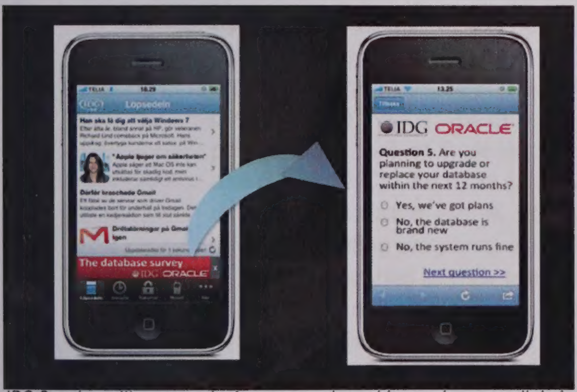
At the event, IDC released its first IT Report for the Kingdom of Saudi Arabia. The report discusses the state of IT in Saudi Arabia and addresses the challenges and opportunities for the development of the IT sector. IDC conducted numerous studies over the course of 12 months and developed analysis covering several topics within the IT sector that were presented in the report.

The CITC IT Forum was aimed at spurring discussion on these challenges and provided a platform for IT policy makers, industry pioneers, technology thought leaders, and IT end users to assess the current state of IT in Saudi Arabia, examine the challenges they face, and analyze opportunities for the future.

For more information, contact ***Ronita Bhattacharjee****, Associate VP, Conferences, IDC Middle East, Africa & Turkey at rbhattacharjee@idc.com.* WU

Mobile Alert blog: IDG Sweden to test mobile lead generation campaign

Christina Carstensen*, director, International Accounts for IDG Global Solutions EMEA, writes the Mobile Alert blog on www.idgcentral.com. Here's a recent post:*



IDG ORACLE

Question 5. Are you planning to upgrade or replace your database within the next 12 months?

○ Yes, we've got plans

○ No, the database is brand new

○ No, the system runs fine

Next question >>

IDG Sweden will run a marketing program later this month across all their mobile properties that invites users to participate in a short IDG database rvey, similar to this mockup, sponsored by Oracle.

Lead generation is one of the most important growth areas for the IDG business. In the recession, most marketers have to justify their marketing spend and prove ROI. And there is no easier way to show ROI than delivering high numbers of leads to their company's sales teams. IDG has become one of the main suppliers for online lead generation programs over the past years.

Therefore it is crucial that we find ways to extend the successful digital model into the world of mobile. Of course, there are differences and limitations that we have to consider, and our programs have to be adapted accordingly. There are screen-size limitations, a variety of handsets and browsers in the market and the reluctance to share a lot of data.

On the other hand there are great advantages to mobile: it is a very personal device and carried 24/7, users have got time to read, play or respond on their commute or in their down time.

Taking all of the above into consideration, we have planned a mobile lead generation campaign for the client, Oracle, to start mid-June. As IDG Sweden has got a variety of mobile applications and mobile sites with a substantial number of users, we felt this would be a great test bed for the European market.

IDG Sweden is to run a marketing program across all their mobile properties that invites users to participate in a short IDG database survey sponsored by Oracle. Users will be asked to answer ten multiple-choice questions on their mobile device and to enter their e-mail address in order to receive the IDG Results Whitepaper. At this stage we don't ask for any additional information as users are reluctant to share more data/type in more data on their mobile phones.

IDG will supply the link to the whitepaper download to the user's e-mail account once the research is completed. Before accessing the whitepaper, users have to provide additional contact details such as company name and telephone number to complete the lead.

I will share the campaign results in next month's blog. WU

noteworthy people

New employees

JOE MOLA

O'Connell

Abby O'Connell is **Computerworld**'s new integrated sales associate, coming from CBS Radio where she was national account coordinator. She holds a B.S. in landscape architecture from the University of Massachusetts/Amherst. *aoconnell@computerworld.com*

Jansen

Cristina Jansen joins **IDG Denmark** as an account manager, coming from SuperOffice Denmark where she was also an account manager selling CRM systems. She holds a B.A. in teaching and consulting from Blaagaard Statsseminarium in Copenhagen. Cristina enjoys travel, diving, jewelry making and yoga. *c.jansen@idg.dk*

Mortensen

Daniel Mortensen is **IDG Denmark**'s new Connect product manager. He was previously category manager at Haribo, Denmark's biggest candy manufacturer, where he was responsible for analyzing, monitoring and managing different categories of candy in the Danish market. He holds an M.S. in marketing and economics from the Copenhagen Business School, where he wrote his master's thesis on IDG Denmark's biggest brand, Computerworld, comparing the print and online versions. In his spare time, he enjoys soccer, working out and reading in his spare time. *d.mortensen@idg.dk*

All business units are welcome to send information about promotions, new employees, returning employee, transfers and employee awards or speaking engagements to world_update@idg.com.

One on one

continued from page 3

standing what information their customers and prospects need to assist them in the buying process. They now tell me that because of the recession, their advertising and PR agencies no longer have adequate experienced staff to do this work competently, so they look to IDG to help them define the steps in the buying process by their potential customers, define the type of information that the prospects need at each of these steps and help them prepare and present this in the most appropriate formats such as white papers, custom events, Web sites, social media and mobile marketing programs, etc. They look to the IDG family of companies as their trusted partner in this process because they recognize we are the world's leading experts in preparing timely, accurate and highly useful information to help technology buyers acquire and use these products and services effectively. WU

Correction

The May 31 IDG World Update story "Integrated mobile/social media campaign begins June 1" has an incorrect URL. The link to the CW Spain Resource Center should be www.idg.es/partnerzone/ahorrocostes.

Macworld's Jason Snell addresses the Mac faithful aboard MacMania cruise

RANDAL SCHWARTZ

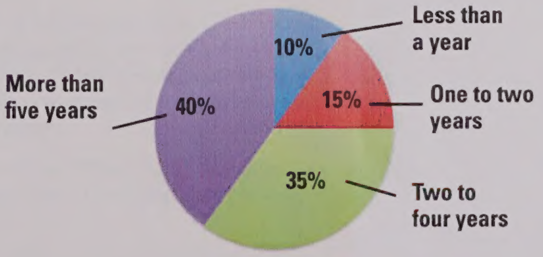
Macworld VP and Editorial Director **Jason Snell** set sail on his sixth MacMania Cruise last month to speak on "What's New with Apple" — which turned out to be the iPad. He also spoke about Macworld's App Gems and Mac Gems applications and converting videos for the iPhone/Touch/Pad. This year's MacMania cruise, the 12th, had 150 passengers and went from New York City to Bermuda and back. The cruises are co-produced by Macworld and Insight Cruises.

"We split the profits from each event," Snell said. "Our investment is in providing marketing resources — print, online and newsletters — and I help the event producer choose the speakers and work on the cruise program."

While Snell has previously blogged about the cruises from on board and produced cruise podcasts, he didn't this time but noted that "my column in the next print issue is about the cruise."

Question of the Week results for May 31

How old is the oldest computer you use regularly?



Log on to www.idgcentral.com to vote on this week's question:
Number of pieces of IDG-supplied clothing I own and wear:

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Matthew Smith *IDG Enteprise*

27
Derek Hulitzky *IDG Enterprise*

24
John Robison *IDG*

22
Lottis Bergson *IDG Sweden*

21
Janet King *IDG Research Services*

16
MaryKay McIntire *IDG Enterprise*
Ralphe Manzoni *Now! Digital Business Media/Brazil*
Diane Bean *IDG*

5
Måns Klockar *IDG Sweden*

12
Robert Wasilewski *IDG Poland*
Mary Menendez *IDC*
Pamela Giesen *IDC*

10
Linus Lai *IDC Australia*

10
Chris Barnard *IDC Benelux*
Jennifer LeMay *IDG World Expo*

9
Jane Weissman *IDG Connect*
Clark Morey *IDG Global Solutions*

8
Karen Arnowski *IDG Global Solutions*

7
Martha Martin *IDC*

6
Koichi Nagayama *IDC Japan*

5
Olivier Ferger *IDC France*
Matthew Duffy *IDC*
Monika Kumar *IDC*
Leah Barton *IDC*
Tammy O'Keefe *IDG Enterprise*

4
Elaine Senay *IDG*

3
Dan Moren *Mac Publishing*
Rafael Ruffolo *IT World Canada*
Desere Ross *IT World Canada*
Stefan Garvander *IDG Sweden*
Kristin Burnham *CXO Media*
Carolyn Rauch *IDG World Expo*
Philip Carter *IDC China*

2
Jessica Nilsson *IDG Sweden*
Matthew Levine *IDG TechNetwork*
Lewis Rhys *IDG U.K.*
Srinivasa Varadharajan Rangarajan *IDC Center for Consultancy & Research/India*

1
Tim Keough *Network World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Wanted: Suggestions for the 2010 IDG Summer Reading List

***Laurie Butson**, director, IDG Training & Development, writes the IDG Training blog on www.idgcentral.com. Here's a recent post.*

IDG Training is working on the 2010 IDG Summer Reading List. This will be the third annual list and we're excited to compile some good business-related book ideas for you to continue to educate yourself this summer. But, we need your help!

The goal of the Summer Reading List is to simply provide ideas for anyone looking for a good, business-related summer beach read. Certainly you could head to the bookstore or shop online and pick something out. But, as we know, recommendations from our peers are a highly valued source of information. And let's face it … we are all really busy, so wouldn't you rather spend your precious reading time on something you know is recommended and good?

We'd love recommendations from IDG employees worldwide to add to the list:

- Have you read a really good business-related book lately?
- Have you heard or read great reviews of a new (or old) business-related book that you are dying to read?
- Do you have an oldie but goodie business-related book that has stuck with you over the years that you'd recommend to fellow colleagues?

If so, we want to hear from you!

And, the best part is (here's where the free books part comes in!): If you provide a recommendation that makes it to the final list, we'll enter your name into a raffle for a drawing of a Barnes and Noble gift certificate or an Amazon.com gift certificate, perfect for you to use to buy your summer reading!

The IDG Training Blog will be rolling out the 2010 Summer Reading List at the end of this month. Post a suggestion on the blog or send recommendations to laurie_butson@idg.com. Check the blog post for lists of the two previous summer reading lists. WU

Get passes for Museum of Science, New England Aquarium, Children's Museum

As a corporate member of the Boston Children's Museum, the New England Aquarium and the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. IDG employees from the Boston area or any employees who are visiting the Boston area may request passes by sending an e-mail to world_update@idg.com and providing their name and business unit address. You may request up to four passes per venue.

Twitter lists on IDG Central

IDG Central has started a list of Twitter accounts of IDG employees as a starting point to help colleagues find each other on Twitter. Following and retweeting colleagues will lead to them getting more followers, and that leads to an overall higher profile for IDG publications and writers on Twitter.

There is also a list for IDG brands on Twitter. Both lists can be found by linking from the teaser box on the home page of www.idgcentral.com.

If you would like to add yourself or your brand to this list, or know of other IDGers who should be added, send name, title, and Twitter account to idgcentral@idg.com. This list will be updated periodically.

celebrating 20!

*Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDC Group Vice President and Global Account Manager Industry Major Accounts **Brad Christenson** and his family traveled to Costa Rica in April. Here's his story.*

Joined IDC August 1986-August1990; rejoined August 1993.

Career Path I started as an interviewer in the Research file survey group, which was an enhanced version of the original IDC Datafile IT list product. I started selling IDC reports, then specialized services including the now expired DEC Advisory and International Planning Service. I was then in a territory including all vendor, IT user, and financial companies in a region; moved on to specializing in IDC software; IT services; Storage; Datacom; and now Telecommunications major and new accounts. I began managing a team after 1999 or so.

Why we picked Costa Rica

We decided to make this a family vacation, and we wanted to go somewhere international. The challenge is with three boys, ages 15, 14, and 12 and a 7-year-old girl, finding a location to fit expectations for everyone of a great vacation. With the kids taking Spanish in school, my wife being fluent in Spanish, and having friends who recently visited, some reading on travel, Costa Rica became a viable option.

Highlights:

I've described our experience in Costa Rica as Outward Bound for families (or travelers). There are active volcanoes, different climate regions including rainforests, beautiful seacoasts, unique nature, and challenging adventures such as white water rafting, rappelling, zip lining, catamarans and more. The environment was comfortable and everyone friendly and helpful. Costa Rica was perfect for an active family and beneficial for the kids at their ages.

We started by flying into San Jose. The prearranged drivers were senior Costa Ricans and eager to engage in conversation. After a three-hour drive, we arrived at our hotel looking up at a popular volcano called Arenal, which last had a major eruption in 1968. It was the first time I'd seen the cone shape of a semi-active volcano.

After three days of rappelling through waterfalls, hanging bridges and white water rapids, we took the six-hour drive to the southwest coast nature preserve called Manuel Antonio. The drive I've heard is considerably better than it used to be with newer direct roads on the back half of the trip. Our driver made it interesting by highlighting the local sights and scenes, which included crossing the continental divide.

Arenal Volcano, in the northwest part of Costa Rica, is still active.

*IDC's **Brad Christenson** and his family, wet but happy after rappelling through a waterfall (from left): Brad; his wife, Alice, and children Mia, Carter, James and Ryan.*

Curious lizard.

The Manuel Antonio National Park area had lodging, restaurants and other establishments surrounded by a rainforest. A one-mile drive down to the coast brought beautiful beaches, warm water and the National Park.

The main attraction here is the guided tour where you see unique wildlife of the rainforest with rare species of frogs, birds, sloths, monkeys, iguanas, land crabs and more. We didn't see many monkeys in the morning hours and were disappointed. The next evening we went across the street for a pizza fix and out of the trees came over 100 squirrel monkeys expecting bananas.

Monkeys playing piggyback.

We met a few U.S.-based travelers with connections to IT, among them a former CFO software venture capitalist consultant, a data communications consultant, a business development specialist and a product launch manager from Xerox. It was interesting spending time discussing everything from multiplexing to advanced routing during the slow parts on a raft in Class II and III rapids. Being in sales I was clearly out of my league, but was able to hold my own after years at IDC and reading Network World. With each of the friends we made, I was able to highlight the reason we were on this trip was due to IDC and IDG. They along with others responded with positive, enviable comments about recognizing 20 years of service this way.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Deepa Ahuja *IDC MEA*
Brad Christenson *IDC*
Harry Hare *CIO East Africa*
Janet King
IDG Research Services
Pat McGovern *IDG*
Nicholle Myles *CIO East Africa*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

14 JUNE 2010
VOLUME 40, NUMBER 22

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG expands content services for tech marketers

New IDG Enterprise business supports vendor-as-publisher model

> *"We're formally making a statement to the market that we've recognized that vendors do act as publishers, and we want to get ahead of that curve and respond in a way that supports their efforts."*
> *-- Charles Lee, SVP, IDG Enterprise Strategic Content Services and Custom Solutions Group*

IDG Enterprise has launched a new business, Strategic Content Services (SCS), to help vendors create high-impact content and optimize its distribution across vendors' Web sites, social networks and search engines. The initiative has been well-received in the market, not only by customers but by the media industry press.

By creating SCS, "we're formally making a statement to the market that we've recognized that vendors do act as publishers, and we want to get ahead of that curve and respond in a way that supports their efforts," said **Charles Lee**, SVP, IDG Enterprise SCS and Custom Solutions Group. "We have a real opportunity to capitalize on what they aren't expert in and that's creating editorial-style content from the perspective of the IT professional. We as a company have established market-leading competency in providing valuable, balanced and unbiased content to users — content that draws and keeps users engaged. This, along with our expertise in search, audience development and Web publishing, offers our customers a very unique and compelling value proposition."

Lee

Lee pointed out that SCS is a natural extension of what the Custom Solutions Group has offered to clients, but it adds content optimization best practices that CSG has learned via its Content Smart services — services that leverage industry best practices to optimize search (SEO, SEM, SMO, etc.) to copywriting that optimizes search engines to drive traffic to their Web site content.

continued on page 2

Inside this issue

ComputerPartner ski event generates revenue, builds buzz *page 2*

One on one: IDG India President & CEO Louis D'Mello *page 3*

Celebrating 20! IDC's Brian Clarke heads to Jamaica *page 8*

IDG publications put best Facebook pages forward

Social media sites such as Facebook — the second most visited site in the world after Google — aren't just for individuals. Companies large and small are using social media to find and interact with their customers. IDG publications are also riding the social media wave, and IDG World Update contacted a few of them to see what works for them on Facebook (and what doesn't).

Computerworld — www.facebook.com/Computerworld

Launched in June 2009, Computerworld's Facebook page offers a list of teasers for current CW content that are more detailed than a simple headline or a 140-character tweet. The teasers encourage readers to click the link to read the full story, which opens Computerworld.com on a new tab in their browser. "We want to better engage our readers by interacting with them on a network that's convenient to them," said **Ken Gagne**, associate editor, community content. "It's a case of us going to the readers rather than vice versa."

Readers would get a fuller experience by going to Computerworld.com, Gagne noted, but "that first requires them to go there. It's like the difference between push vs. pull technology. Readers become fans of our pages for the same reason they sign up for our e-mail newsletters or RSS feeds. Neither of those services offer the full story but instead provide links to them, from which readers can scan headlines and summaries and decide what warrants further attention." Similarly, he added, CW headlines show up in fans' Facebook newsfeeds without requiring any effort on their part. When they see something they like, they can pursue it more fully at Computerworld.com. "It's a surgical strike on their part, rather than coming to our site without knowing what they want," Gagne said.

When people visit CW's Facebook page and click on a story link, it increases the number of site visits for Computerworld.com. "On whichever service

continued on page 4

newsworthy

in brief

ComputerPartner ski event generates revenue, builds buzz in local market

***Armin Weiler**, ChannelPartner reporter in chief (l) announces a race winner's name while **Christian Meyer** (r), editor in chief, ChannelPartner, presents the award.*

The editorial staff of IDG Germany's ChannelPartner title hosted 60 resellers and vendors at its second annual ski event held in April at the Pitztaler Gletscher ski resort in Austria. Organized by **Armin Weiler**, reporter in chief, ChannelPartner, and sport-Akademie (www.sport-akademie.de), the event brought in 12,000 euros (US$14,400) with participants paying 150 euros ($180) each and sponsors kicking in another 9,000 euros ($10,750). Among the sponsors were Brother, Case Logic, OKI, Systeam, Trust and Stethos.

Attendees gathered at the resort on Friday evening for a reception and short briefing for the following day's competition. On Saturday evening, following the races, participants gathered for an awards ceremony and celebration. On Sunday, sport-Akademie offered lessons to any interested attendees.

Three members of the ChannelPartner staff — Editor in chief **Christian Meyer**, Senior Editor **Wolfgang Leierseder** and Weiler— also took part in the race and finished sixth out of the 12 teams competing.

"The CP Race has become an event that the industry is talking about," Weiler said. "It really helps us build brand awareness and is a great opportunity for networking and establishing new contacts."

For more information, contact Armin Weiler at aweiler@channelpartner.de.

*ComputerPartner Editor in chief **Christian Meyer** (above) joined in the fun along with colleagues **Armin Weiler** and **Wolfgang Leierseder.** The trio took sixth place.*

SCS

continued from page 1

The SCS Group leverages the existing CSG infrastructure, including 16 employees and looks to expand with the creation of search optimization editorial functions. This staff has led the charge on driving new content and product innovations such as Enhanced Community Threading which is one of IDGE's most rapidly growing programs — social content threading across the social Web.

Content formats generally output from SCS are Web-based manuscript content or content to be published on customers' Web sites and other publishing platforms. Lee explained how SCS is working, at its most basic level, with one IT vendor that is relaunching its Web site. "They realize they don't have the time, resources or perspective to publish educational and engaging content from the perspective of the IT professional — their strength is in creating product information content. If the focus is about virtualization, for example, users want to know what it is, how it might be the right solution for them, how to implement it, etc. Our team can provide the context so that people understand why they should use these products or solutions and then make the educated decision to drill down into what the vendor offers."

The SCS group has received positive comments in articles from Min's, BtoB and Media Business. One noted that even smaller companies that specialize in custom content welcomed IDG's initiative. "If the program is successful…and IDG can prove the ROI, it helps all other custom publishers and provides more acceptance for this kind of publishing."

Just four weeks after the announcement, the SCS staff has closed several deals and has found that its services "have created a level and depth of conversation with people we know — and clients we didn't have before — that is really expanding our reach into their organizations," Lee said.

Moreover, the SCS function is highly complementary to IDG Connect's content assessment services and SMS's Social Media Marketing Services. "This gives us a great suite of portfolio options that really positions IDG as a tremendous resource and strategic partner for our customers' expanding marketing needs," Lee said.

Write to charles_lee@idg.com.

ne on one the interview

Louis D'Mello
The president and CEO of IDG Media Private Ltd., is this week's columnist. Reach him at louis_dmello@idgindia.com.

> *"If we compare our revenues for the first lf of 2010 with the previous fiscal year, our overall revenues are almost identical. But print has shrunk by almost half and instead of contributing 63% of the revenue mix, today it accounts for just 36%. Online, we have seen a threefold growth in revenue and instead of the 5% it contributed to the revenue mix a year ago, today line accounts for*

Q How did India fare during the recession, and what is the economy looking like now?

A Our customers are mostly multinational corporations like Microsoft, HP and IBM. So, during the global recession, they all had directives to cut marketing spends and put more emphasis on measurable activities. This meant that traditional print campaigns declined sharply and online activities like targeted electronic direct marketing increased. We also witnessed clients step up their customer outreach programs, and that meant a lot of event opportunities for us.

The global scenario seems to be improving, and clients are gaining confidence to spend on marketing again. But the shift seems permanent — smaller budgets directed toward regular print campaigns and larger ones for online or sales enablement.

Q How did IDG India's competitors come through the recession? Has the competitive landscape changed for you?

A At IDG, we made some rather swift moves in reaction to the market and rapidly built an online portfolio rather than fight a shrinking print battle. Most competitors, on the other hand, pursued tactics aimed at boosting print revenue. We saw the launch of some more print titles and heavy discounting from our competition even while we focused on managing print for profit. These steps have meant that our competition is now composed less of traditional publishers and more of new players in the online space.

Q How is IDG India managing the print to online transition?

A We started the fiscal year with a clear strategy to reduce our focus on print and transition to online. So, effective October 2009, we reduced the frequency of CIO and ChannelWorld by half, and today they continue as monthly publications. In January, we decided to cease publishing the print version of PC World and run the brand online only. This new focus required us to become familiar with the dynamics of online, including the importance of SEO and other online requirements. We have taken rapid steps to become successful in the online space including the redesign of PC World that went live in May and has already doubled traffic in the first month since relaunch.

If we compare our revenues for the first half of 2010 with the previous fiscal year, our overall revenues are almost identical. But print has shrunk by almost half and instead of contributing 63% of the revenue mix, today it accounts for just 36%. Online, we have seen a threefold growth in revenue and instead of the 5% it contributed to the revenue mix a year ago, today online accounts for 18%. I guess the numbers tell the story best.

Q What is IDG India doing to prepare for mobile distribution of its content?

A Clearly the mobile boom spells big potential. The trick is to be ready to move when the market really picks up — too early and the results would perhaps not be justified and too late would mean losing out on a huge opportunity.

Q I understand that you had great success attracting advertisers to a special issue of CIO India celebrating its 100th issue. Can you describe this?

A Editor-in-chief **Vijay Ramachandran** suggested we make a memorable collector's issue to celebrate CIO's 100th issue in India (15th April). And our marketing folks stepped in to see how we could cash in on something special. The editorial direction was "100 Things Every CIO Should Know," and the theme was broad enough for us to spin a story for every marketer. With the help of our Custom Publishing team we came up with unique ideas on how clients could address specific communication challenges through this issue and ended with 37 unique advertisers making it our largest single issue in terms of revenue this year.

Q What is the IDG Media Custom Publishing team?

A The Custom Publishing team is a core group that works with clients on an agency-like approach. We realized that clients face a huge obstacle in communicating their solutions to our readers, and typical ad campaigns that advertising agencies produce aren't effective. Our Custom Publishing team works with our clients to produce more meaningful communication for them and includes customer case studies, executive view points, etc. For example, in the 100th issue of CIO, this team built a two-page advertorial for Intel on "Hardware Refresh: Three Things to Tell Your CFO." These pieces are clearly identified as client-sponsored content and carry the client's logo. But the service is seen as invaluable, and we are finding a huge demand for such assistance in creating meaningful content packages.

Q Do you offer online job recruitment advertising opportunities for the local IT community?

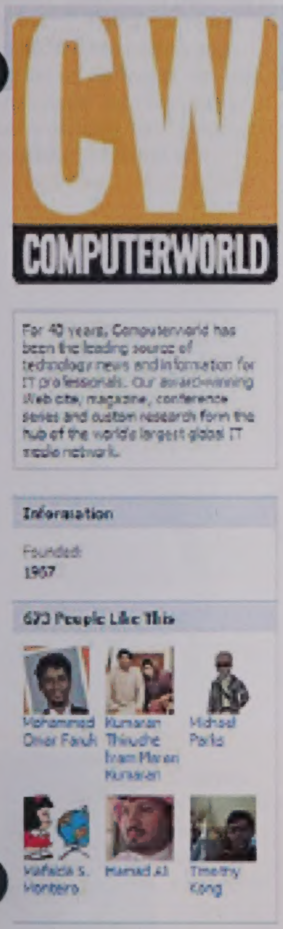
A IT jobs is the No.1 category when it comes to employment in urban India. It is an exciting space, but running a job board can be quite a challenge. Recently, we read about the IDG Enterprise (U.S.) tie-up with Simply Hired

continued on page 7

Group vs. Page

Gagne

According to **Ken Gagne**, associate editor, community content at Computerworld, "a Facebook group is good for an activity or cause in which people have a common interest and want to connect with each other with. A Facebook page — no longer called a fan page — is for an organization or company that wants to connect with its fans and vice versa."


For 40 years, Computerworld has been the leading source of technology news and information for IT professionals. Our award-winning Web site, magazine, conference series and custom research form the hub of the world's largest global IT media network.

Information

Founded:
1967

673 People Like This

Facebook pages

continued from page 1

they choose to leave comments, they are creating an opportunity to talk directly to Computerworld editors and readers. When we link to our content on Facebook," Gagne said, "we are making it easier for readers to share it on that social network. For our stories to become viral is as easy as someone clicking Like or Share, just as on Twitter they would click Retweet."

Gagne said CW wants to provide its readers with additional tools and resources to read and engage with CW's content. "Yes, Facebook is someone else's sandbox that we're playing in, and we are constrained with what we can build and how we can present it. But it is intended as a complement, not a substitute, to Computerworld.com."

Computerworld.com recently launched a redesigned article template, and as part of the site's new look there is a link to its Facebook page at the upper-right corner of every page on the site. Gagne said traffic to CW's Facebook page has doubled since the redesign; the page now has more than 738 fans. "That's a relatively small number, but large for such a young page. The consistent link on our site is integral to achieve every opportunity to promote our Facebook presence."

When possible, CW formulates its Facebook postings as prompts that encourage reader responses. "It's easy for a Facebook user to comment on these items — they're already logged in to Facebook and seeing the content." Gagne added that CW responds to comments whenever possible. "Unfortunately, when readers comment on a Facebook page, no notification is sent to the page administrator, so we sometimes aren't aware of discussion occurring on older stories."

The CW Facebook page has tabs that promote a variety of CW content. News and blog RSS feeds and CW's Twitter updates are viewable directly from the Facebook page, and, courtesy of Facebook's Markup Language, CW offers an index of landing pages where readers can find more information about e-readers, iPads and cloud computing. "Our search for a widget or an app that would reliably and automatically feed RSS content onto our page proved fruitless," Gagne said, "so we post links to our content manually. This approach also gives us the opportunity to add a more human voice to our page's updates."

Gagne said CW does not push news updates to its fans' inboxes, as such updates are easy to overlook. "We instead write on our wall, which appears in fans' news feed. We always add a written introduction to the link so that it has some meaningful context, rather than being just a link dump."

Gagne usually posts two links to CW's Facebook page a day, coinciding with CW's daily morning '"first look" and evening "wrap-up" e-mail newsletters. "I usually select these stories from the top two on our homepage, though I have been known to post blogs or lighter material, the latter especially just before a weekend."

Gagne maintains the CW Facebook page, with backup from Online Managing Editor **Sharon Machlis** and Blog Director **Joyce Carpenter**. "We keep an eye on the number of fans — or 'likers' — as well as how often they interact with our content," he said.

PC Advisor — www.facebook.com/PCAdvisor

Egan

Matt Egan, editor of the London-based publication, said he sees PC Advisor's Facebook page as "a means of promoting our content to a different demographic. We want to get them to engage with our content, converse with our editors and, ultimately, get them onto our site, as well as promote our brand to their friends. It's a very cheap way of spreading the word."

PC Advisor's (PCA) core demographic tends to be almost exclusively male, generally in their 30s and 40s, Egan said. "That's great in terms of advertising revenue, but obviously we'd like to appeal to as broad a range of consumers as possible. With more than 400 million users, half of whom are female, and with an age range from 16 to 90, Facebook allows us to do that."

Egan said PCA interacts with its fans by asking questions, creating polls and competitions and linking its social media presences — on Facebook, Google Buzz and Twitter — to relevant PCA news stories. The social media pages are promoted in the print magazine and through its editors' social media feeds and Twitter lists.

"Our analytics show that we are getting a small but growing number of page impressions direct from Facebook. Given that these are likely to be people outside of our usual demographic and age group, this is new blood," Egan said. Launched in April, PCA's Facebook page currently numbers fans "in the low hundreds," Egan said.

Egan said he maintains their Facebook page — "and it's a very small part of my day. We use RSS to automate the posting of links to our best, most social content. It's really easy to do and very time-effective. We create a specific feed for all our social sites. It's one editor's job — mine, as it goes — to post to Twitter, which is republished immediately to Facebook and Google Buzz." Egan said the postings have to be "lively, fun and in the first person." Using a URL shortener makes the job go faster and is "much more engaging than simply regurgitating links and headlines. We also check the page at least daily to return any correspondence."

PCWorld/Macworld — www.facebook.com/PC-World and www.facebook.com/Macworld

PCWorld/Macworld Senior Director, Audience Development **Alexa Wriggins** said the PCWorld and Macworld Facebook pages are not just about generating awareness about the publications' content or driving referral traffic back to their Web sites. "Facebook is another place where readers can engage with editors, our content and their peers. We want readers to 'Like' postings, add comments and participate in discussion boards and poll questions. There are a lot of places to get technology information these days, and we know the readers look to people in their network for recommendations and buying advice. When one of our fans recommends our content or our Facebook page to the people in their network, we consider that a win because it adds another link on the chain of trust that we share with readers."

Wriggins

PCWorld and Macworld both launched their pages in 2006 but did not start updating them regularly until 2008. PCWorld currently has 6,092 fans, and Macworld has 4,153. "Both sites have more than doubled their fans since October. Frequent updates, in addition to promoting pages around your site, in the magazines and newsletters, helps to keep your number of fans increasing," Wriggins noted.

'Fan Us On Facebook' links appear on both publications' Web sites and in their e-newsletters. "And if things go according to plan, 'Like' buttons will be appearing on the PCWorld home page by the time you are reading this article."

Wriggins said the best way to generate fan response is through regular — at least daily — posting of content. "We generally include a mix of links to important stories, and we also ask fans contextual questions or for input on stories. [PCW Senior Editor] **Anne McDonald** has been doing a lot of regular contributing to the page, and people enjoy engaging with her, even if it's a little off-topic." (She has been known to talk up the Boston Red Sox, Wriggins said.)

Wriggins said the PCWorld and Macworld pages are "definitely interactive. The PCWorld page alone promotes two blogs, our newsletters, some sub-branded Facebook pages like our App Guide and our Twitter account."

Wall postings generate traffic, contribute to link-building for search-engine optimization and give valuable feedback for the editorial team, Wriggins noted. Earlier this year, Business Development Intern **Toni Panayotov** began increasing the frequency of the PCW/MW postings, which has also helped increase the numbers of fans and improved engagement metrics. He also helped define the look and feel of the two Facebook pages and created one of the blogs and the newsletter modules.

According to Wriggins, there are several metrics available to measure the success of a page. Facebook provides reporting on the number of interactions wall postings receive (Likes, Shares and comments), as well as the number of impressions an individual story has received in news feeds. "Of course, the most significant metric we look at is total number of fans," Wriggins said. "As our number of fans increases, so does the number of engagements and Likes that the content generates, and that means more exposure of our content."

For more information contact Ken Gagne at ken_gagne@computerworld.com, Matt Egan at matt_egan@idg.co.uk and Alexa Wriggins at alexa_wriggins@pcworld.com.

IT World Canada looks to start conversations

Brian Jackson, staff writer at ITBusiness.ca at IT World Canada, said his site is just now "getting the ball rolling" on its Facebook page launched in mid-May (www.facebook.com/itbusiness). "It's another place to put links to our content — articles, blogs, videos — but that's just the starting point. We really want to have conversations around our content. With Facebook, we can see our readers' reactions to what we're doing and get ideas for future stories and what our readers want to see us doing." He added that all three of ITbusiness' dedicated editors "make pretty good use of Twitter. We have a widget embedded in our home page displaying our tweets, and we often tweet from live events we're covering, too." *bjackson@itworldcanada.com*

Computerworld Poland's Facebook widget attracts five to 15 new fans to the brand's Facebook page every day.

CW Poland adjusts content for Facebook page

Computerworld Poland's Facebook page was launched about six months ago and has about 600 fans. "Introducing the Facebook widget on the CW.pl Web site really helped us," said Editor **Jaroslaw Ochab**. "Now five to 15 people join us every working day. We also use CW team members' private Facebook profiles to invite their friends to become CW fans. We also placed a link to our Facebook page in the CW.pl daily e-newsletter."

As far as page content, Ochab said, "we tend not to turn our Facebook page into a regular CW Poland RSS stream. We post no more than once or twice a day, and we adjust content for a broader audience, covering topics such as PCs, mobile, ERP, security, online services and the IT market. Soon we'll try to put more weight on promoting our events on Facebook, as well as polls and surveys. We are also watching carefully what others are doing on Facebook." *jaroslawo@idg.com.pl*

noteworthy people

New employees

PCWorld has hired **Elsa Wenzel** as a senior associate editor, a title she also held at her previous job with C|NET. She holds a B.A. in English from the University of Iowa and an M.S. in journalism from Northwestern University's Medill School in Chicago. In her free time she enjoys cycling and travel; she recently spent two months in Vietnam and Cambodia. *ewenzel@pcworld.com*

IDG WORLD UPDATE

Wenzel

Joan Joly is **IDG Enterprise**'s Online Operations Group's new front-end developer/Web producer; she was previously Web developer at Collective Brands Performance and Lifestyle Group. She earned a B.S. in occupational therapy from Worcester (Mass.) State College and holds a certificate in Web development. She is active in the drum corps community and currently plays mellophone bugle in an all-age drum and bugle corps in New Hampshire. *jjoly@idgenterprise.com*

JOE MOLA

Joly

Previously a consultant with Exeter Group, Inc., **Jimmy Dias** is now senior Web engineer/analyst at **IDG Enterprise**'s Online Operations Group. He holds a double major in electrical engineering and computer science from Duke University in Durham, N.C., and enjoys playing squash, volleyball and soccer. *jdias@idgenterprise.com*

JOE MOLA

Dias

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Also new at **IDG Enterprise** is Associate Web Producer **Lise Fracalassi**. Most recently a freelancer, she has also been a research analyst at Carnegie Communications. She holds a B.A. in cognitive science from Vassar College in Poughkeepsie, N.Y., and is currently working toward an M.S. in computer science from Fitchburg (Mass.) State College. Away from the office, she enjoys gardening, crafts, folk dance and learning new languages ("I learned Drupal, the Web content management software, in the span of about a week.") *lfracalassi@idgenterprise.com*

JOE MOLA

Fracalassi

IDC Philippines welcomes **Alice Failangca-Zulueta** as its new office administrator, responsible for daily clerical and administrative duties and office maintenance. Before coming to IDC, she was a senior accountant at the Center for Training and Development, Inc. She holds a degree in accounting from the Philippines' Polytechnic University. In her free time she enjoys reading and watching DVDs. *azulueta@idc.com*

Zulueta

Loa Lang joins **IDC China**'s Beijing office as a market analyst in the China Services and Telecommunication group, coming from Lenovo Sunny Information Technology Service Co. where she was an analyst. She holds a B.S. in economics from the Beijing Forestry University and enjoys reading and traveling in her leisure time. *llang@idc.com*

Rizki Muhammad Ridwan has been hired by **IDC Indonesia** as a senior market analyst, Telecommunications, focusing on the mobile devices and services market. He spent the last four years working in the telecommunications, IT and consulting industry in Singapore and Japan. He holds master's degrees in e-business management from Japan's International University and electrical and computer engineering from the National University of Singapore, as well as a B.S. in electrical and electronics engineering from Singapore's Nanyang Technological University. In his free time, he likes reading, travel and outdoor activities. *rmridwan@idc.com*

Ridwan

IDC Singapore's new senior market analyst, Consulting is **Archan Shetty**. Prior to joining IDC, he worked at Oracle Corp. as a market intelligence manager in the Services Strategy team. He holds a B.S. in mechanical engineering from R.V. College of Engineering in Bangalore, India, as well as an M.B.A. from T.A. Pai Management Institute in Manipal, India. In his free time, Archan enjoys photography, music and swimming. *ashetty@idc.com*

Shetty

Associate Market Analyst **Jennifer Ren** comes to **IDC China**'s Beijing office from her role as marketing specialist with YBM/Sisa. A graduate of South China University of Technology, she holds an M.S. in business management. Away from her desk, she enjoys playing the piano. *yren@idc.com*

IDC Australia has hired **Rajnathan Mudaliar** as a senior market analyst, Services. Before joining IDC, he was country head of human resources for Tata Consultancy Services (Australia and New Zealand). He holds an M.B.A. from India's Pune University and is a member of the Australian Institute of Management. In his free time he enjoys reading, photography and travel. *rmudaliar@idc.com*

Mudaliar

IDG Netherlands address change

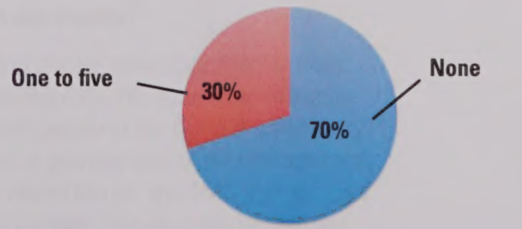
IDG Netherlands will be moving to a new address as of July 1:

(visiting address)
Transformatorweg 80
1014 AK Amsterdam
Tel: +31 20-75-85-955
Fax: +31-20-75-85-855

(mailing address)
PO Box 20 646
1001 NP Amsterdam

Question of the Week results for June 7

How many pieces of IDG-supplied clothing do you own and wear?



Log on to www.idgcentral.com to vote on this week's question:
How interested are you in the World Cup this year?

Service Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Debra Sobin *IDG*

30
Robin Robison *IDG*

23
Irmtrud Schaefer *IDG Germany*

16
Stephen Compton *PCWorld*

15
Jeroen de Jager *IDG Netherlands*
Tony Olvet *IDC Canada*

14
Manuela Mancosu *Nuov@Periodici Italia*

13
Walter Mehl *IDG Germany*

12
Bronwyn Harrison *IDG Australia*

11
Paul Morrisette *IDC*

10
Torun Bjurman *IDG Sweden*

9
Andreas Schmitz *IDG Germany*

8
Nina Olsson *IDG Sweden*

7
Natalya Yezhkova *IDC*
Tanya Webber *IDC Australia*

6
Magdalena Szczodronska *IDG Poland*
Heather Karki *IDC*
Robert Cerulle *IDC*

5
Nicola Morrison *Macworld U.K.*

4
Mikael Norberg *IDG Sweden*

3
Andrew Yang *GamePro Media*
Guido de Winter *IDG Netherlands*
William Patin *IDG Germany*
Margo Tiffen *IDG U.K.*

2
Brian Carlson *CXO Media*
Luisa Fanti *Nuov@Periodici Italia*
Rainer Bachmaier *IDG Germany*
Federico Agustin Correa *IDC Argentina*
Mira Perry *IDC Canada*
Patty Bu *IDC Canada*
Sudev Bangah *IDC Malaysia*
Ridhi Sawhney *IDC Center for Consultancy and Research/India*

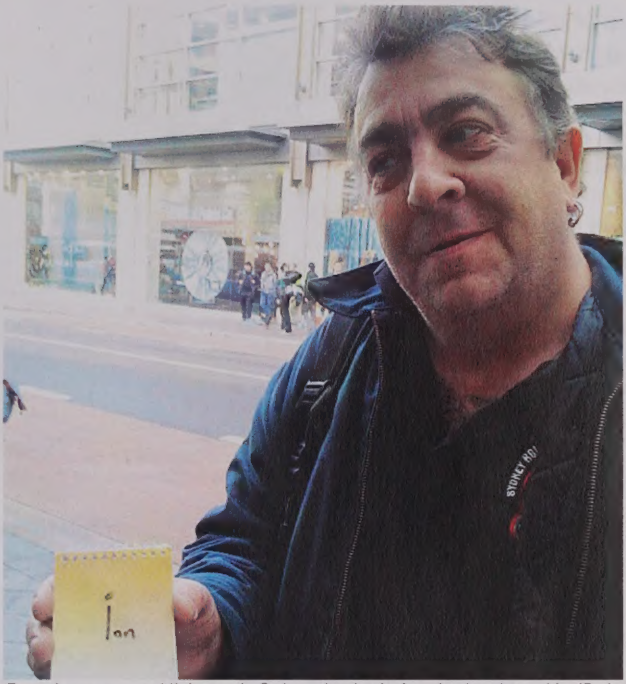
1
Nina Barnes *CXO Media*
Kyle Flick *PCWorld*
Patrick Miller *PCWorld*
Keila Santos *Now! Digital Business/Brazil*
Pedro Hagge *IDC Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Get passes for Museum of Science, New England Aquarium, Children's Museum

As a corporate member of the Boston Children's Museum, the New England Aquarium and the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. IDG employees from the Boston area or any employees who are visiting the Boston area may request passes by sending an e-mail to world_update@idg.com and providing their name and business unit address. You may request up to four passes per venue.

Does that come with a power cord?



Eager buyers started lining up in Sydney the day before Apple released its iPad in Australia late last month. IDG Australia Photographer ***Ian Sharp*** *was on hand to take a few photos of the Mac faithful. Along with his camera he carried his own "ipad," noting that "it lasts me 12 months, with no need to recharge, the pages turn easily and when I need more memory I just go to the stationery cupboard and get another one — for free."*

One on one

continued from page 3

in World Update and thought it might be the perfect solution. [Computerworld Publisher] **John Amato** was kind enough to introduce me to the CEO of Simply Hired, and we are in the process of finalizing an agreement with them to run a job section on all of our sites in India. The tie-up was extremely easy, since IDG required no introduction and there is a great deal of trust in the relationship already. Simply Hired is an IDG Ventures-funded company and already has a U.S. contract in place for running a similar job board. We hope that this will lead to a competitive advantage since we will be able to offer our readers a service that our competition cannot. Besides, it should help us boost SEO and create new revenue streams.

Q What sort of events do you offer, and how big a part of your overall business are events?

A We have built a large and diverse events portfolio — from large-format annual brands like CIO 100, to small roundtables that are restricted to a dozen people in the channel community and everything in between. A growing part of events today are specific custom events for clients like HP and EMC that are built to meet specific agendas. Our plans include a mix of branded and custom events every month, and we average around five to six a month. For the first half of FY10, events contributed 47% of our overall business. WU

celebrating 20!

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDC VP, Pricing Evaluation ***Brian Clarke*** *and his family traveled to Jamaica. Here's his story.*

IDC career path

I joined IDC in May 1989 as part of an internship my senior year in college. Upon graduation, I was offered full-time employment, with the caveat that I needed to find work for myself. Fortunately, 21 years later, I am still earning a living from that development effort, as part of IDC's Pricing Research Group.

Destination

Beaches Resort in Negril, Jamaica.

Paddle boats; this was the tamest ride. I later flipped a Hobie bow-first into a wave and needed a rescue.

Why I chose this trip

I had 20 years to contemplate where to take this trip — an African safari, backpacking through Chile — but ended up trading exotic for practical in choosing a place to take my family over winter break. Negril, Jamaica, fit that bill, and the 16-hour journey door-to-door did make it seem around the world exotic.

Relaxation time. That's me in the chair above; I must be reading an IDG pub.

Kelly, the kids and me at sunset on the beautiful seven-mile beach.

Trip highlights

We stayed at Beaches Negril, an all-inclusive resort that caters to families. Our journey on the island began with a 90-minute bus ride from the airport to the end of the island capturing, at least from a window, some of the island's local flavor.

We tried to take one of the boats out every morning.

Once at the resort, we were able to experience full Jamaican hospitality whether from the guy who played soccer on the beach every day with our kids, or from the guy who gave my wife, Kelly (IDC '98-'03) a much improved tennis arm via daily instruction. We have very active children who love sports and swimming, so this trip did not disappoint, including access to endless watercraft. I would say that sending my nine-year-old out on a knee board tied to a motor boat into the Caribbean was a little unsettling the first time, but I got used to it as the week progressed.

I was next and beat this person out ducking under the next rung down.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Louis D'Mello *IDG India*
Matt Egan *PC Advisor*
Ken Gagne *Computerworld*
Kerstin Kammann *IDG Germany*
Charles Lee *IDG Enterprise*
Armin Weiler *IDG Germany*
Alexa Wriggins *PCWorld/Macworld*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update
21 JUNE 2010
VOLUME 40, NUMBER 23
PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE
WWW.IDGCENTRAL.COM

CW Honors Program recognizes IT's benefit to society

22nd annual awards event serves as networking opportunity for 11 sponsors

It was an evening of cheers and tears at the 22nd Computerworld Honors Program in Washington, D.C., on June 7. After a year-long process that brings together executives from the world's leading information technology companies to select the most outstanding user achievements in technology projects designed to benefit society, a gala reception and dinner was held at the Andrew Mellon Auditorium to present awards to this year's 151 Laureates, 50 category finalists and 21st Century Achievement Award recipients.

"It's one of my favorite events of the year," said Computerworld VP and Publisher **John Amato**, who said the magnitude of what the recognition means to participants is always gratifying. "So many of the winners have worked so long on their projects that they get choked up when they're given their awards in front of their peers."

MBK & ASSOCIATES

*Computerworld Publisher **John Amato** (right) presents a 21st Century Achievement Award to one of the 50 finalists.*

Each September, the 100 leading global IT companies that make up the program's Chairman's Committee are invited to nominate IT projects that promote positive educational, social and economic change. This year more than 200 nominations were evaluated

continued on page 5

CIO Executive Council invites IDGers to tune into webinar

Webcast to focus on recent research related to Future-State CIO initiative

CIO Executive Council
Leaders Shaping the Future of Business

The need for CIOs to evolve from function-focused IT leaders to business strategists who are capable of going head-to-head with their CXO counterparts has long been a focus of the CIO Executive Council. The Council's Future-State CIO® suite of professional development services is designed to truly shape the next generation of IT business strategists through an assessment of executive core competencies and subsequesnt delivery of quality mentoring, C-level content, peet-to-peer-facilitated conversations and more.

Earlier this year, the Council conducted multiple one-on-one interviews with CEOs, board directors and presidents at companies including Bayer Corp., AXA Equitable, MillerCoors, Fluor Corp., Scottrade and Purdue University to determine CEO expectations around the CIO role — how it has evolved and what is needed for true peer collaboration and executive-level acceptance.

"The CIO position has changed significantly during my 30-year career, but nothing like it's changed in the last five years, with social media and its impact on company reputations, how we get information and how we learn," said Greg Babe, CEO, Bayer. "It has become critically important that the CIO be at the executive table, acting as a business influencer who can advise me and be trusted to help us come to the right conclusions in achieving our business goals."

The CIO Executive Council will be producing a series of webinars over the coming weeks to highlight its findings, including an upcoming webinar hosted by Louie Ehrlich, president and CIO of Chevron's Information Technology Co., and a CIO Executive Council board member. "Chevron's Experience in the Journey to the Future-State CIO" webcast will take place on July 15 at 12 p.m. ET. Register at: http://cioec.com/s/90i0vl.

continued on page 4

Inside this issue

IDGE CEO Michael Friedenberg named to min's Hall of Fame *page 2*

IDG Switzerland marks 25 years of Computerworld with special issue *page 2*

12th Banking Vietnam event held in Hanoi *page 2*

One on one: IDC GVP, Software Business Solutions Michael Fauscette talks about social media in the enterprise *page 3*

IDG Sweden speakers' bureau capitalizes on staff expertise *page 4*

Celebrating 10! IDG Custom Solutions Group's Joyce Chutchian *page 8*

IDGE CEO Michael Friedenberg named to min's Hall of Fame

IDG Enterprise CEO **Michael Friedenberg** last week was inducted into min's 2010 Sales Executive Hall of Fame at a ceremony in New York. Noting that Friedenberg's "constant quest to drive customer value has resulted in numerous innovations benefiting the organization in every product area and brand," min's also cited his leadership role in effecting a digital overhaul, first at CXO Media and later, following his promotion to CEO of IDG Enterprise, to all the brands of IDGE.

min's Sales Executive of the Year Awards

Friedenberg

To read more visit http://tinyurl.com/26vdgks. While there, be sure to watch the video in which Friedenberg and assorted IDGE staff discuss the group's new 4Cs initiative.

12th Banking Vietnam conference and expo held in Hanoi

IDG Vietnam, in conjunction with the State Bank of Vietnam and its IT division, organized the 12th edition of a conference and exhibition designed to bring solution providers, banking officials and clients together to address pressing issues in the country's banking industry.

Held May 26-28 in Hanoi, Banking Vietnam's theme was "banking modernization on the threshold of economic recovery." Some 1,000 conference attendees gained insight into topics such as enhancing corporate governance and management, banking technology and non-cash payments and information system security with the participation of 45 domestic and international speakers and panelists.

IDG Vietnam CEO ***Tam Le*** *(left) demonstrates one of the banking machines for Nguyen Toan Than, vice governor of the State Bank of Vietnam, who spoke at the opening ceremony for Banking Vietnam.*

More than 2,500 expo visitors had a chance to see and work with the latest banking services and technologies. This included the latest Autobank model, developed by seven commercial banks, which has more sophisticated conveniences than traditional ATMs.

All the advanced technologies on display were in dramatic contrast to the theme of the exhibition area, which was decorated to resemble street scenes from old Hanoi as a run-up to the 1,000th anniversary celebration of the city in October.

Write to IDG Vietnam PR & Media Coordinator ***Anh Pham*** *at anh_pham@idg.com.vn.*

IDG Switzerland marks 25 years of Computerworld with special issue

IDG Switzerland celebrated the 25th anniversary of its Computerworld brand with an advertising-packed special issue on May 21, with articles and additional content on www.computerworld.ch that were also selectively pushed to the company's online communities.

The 68-page issue — most editions of the biweekly average 48 pages — included highlights from CW's history. Several former IDGers contributed articles about the early days, including Gebhard Osterwalder, who served as country manager for 23 years and was involved in the start-up, and former Editor-in-Chief Beat Welte, now director of corporate communications for HP Switzerland.

Computerworld.ch
25 JAHRE
1985–2010
25 JAHRE COMPUTERWORLD – 25 JAHRE IT-GESCHICHTE

Computerworld's anniversary cover had some extra zip thanks to a glossy black lacquer coating that was provided as an anniversary gift by the magazine's printer. The print title adopted the name computerworld.ch in 2007 in a bid to push more readers online.

Editors **Manuela Amrein** and **Reto Vogt**, IDG Switzerland's youngest employees who are, appropriately, 25 years old, collaborated on an extensive review of the Swiss IT industry over the last quarter-century. The issue also addressed the future of IT through interviews with top IT scientists and executives from the Geneva-based European Organization for Nuclear Research as well as IBM, Google, Cisco, Microsoft and other major companies.

CW offered a 25% reduction on print advertising prices, for either congratulatory or regular ads, and a larger than usual number of companies signed on to be represented in the profitable commemorative issue. "Our readers were also really enthusiastic about the issue, and we got a lot of compliments," said Editor-in-chief **Hansjörg Honegger**.

IDG Chairman **Pat McGovern** videotaped congratulatory remarks to share with the staff and contributed an article to the issue.

In addition to its flagship brand, IDG Switzerland produces PCtipp, part of the PCWorld family; DigitalLiving.ch; and manages a local version of the IDG TechNetwork.

Write to hansjoerg.honegger@idg.ch.

Register for webinar on IDGML (IDGXML) to be held June 29

The IDG Worldwide Technology Council will hold a webinar on IDGML (IDGXML) on June 29, 10 a.m. EST. Guest speakers **Patrick Kenney** (IDG International Publishing Services), **Kevin Gerich** (IDG Enterprise) and **Pascal Hakim** (IDG Australia) will discuss the processing of IDG News Service feeds and explain how IDG Enterprise and IDG Australia have succeeded in using the feed to pull content into their systems. Listeners to the live one-hour webinar, which will be recorded and available afterward, will be able to ask questions following the presentation.

Register by e-mailing **Laurie Butson**, who will provide call-in details, at laurie_butson@idg.com.

one on one

Michael Fauscette
IDC's GVP, Software Business Solutions is this week's columnist. Reach him at mfauscette@idc.com or follow him at http://twitter.com/MFauscette. He blogs at www.mfauscette.com.

> *"Social business is evolving and changing almost daily. Adoption is on the rise as new projects are launched every week. Our surveys show huge changes in attitude and adoption in just a year."*

Q How does social media intersect with the enterprise apps research programs you oversee?

A The social Web is impacting business in many ways today. My group at IDC, Software Business Solutions, covers enterprise applications like Enterprise Resource Planning, Customer Relationship Management, Product Life Cycle Management, collaboration and social solutions as well as business and delivery models like open source, cloud app/SaaS, pricing, licensing and software partner channels and alliances. Across our coverage we're starting to see the intersection of social with traditional applications. Businesses are seeing pressure from employees, customers and partners to engage and interact with them in new and different ways. Web 2.0 has taught many people new habits of behavior, and those people are starting to look for similar experiences in their professional lives. The transformation of business from the traditional industrial model to a more open and socially aware model is under way, and at its core the change is more cultural than technological.

That said, the underlying technology is the facilitator of this cultural change in many ways. Take customer interaction: the social customer has very different behavior and expectations from the traditional customer. Everything from the source of product information to the way they want product support is impacted. Traditional CRM is transaction-focused and does not really help engage customers effectively. Not that it's not a necessary ingredient to the customer engagement process, it is, but it's not enough. We're now looking at social CRM tools that help companies build customer community, encourage conversation, and offer support "when, where and how" the customer chooses.

Employees are also becoming more social and looking for a different professional experience. Simple things like the user experience of using traditional systems is under pressure to provide a more Web 2.0-like experience. Employees are showing a new level of empowerment, and they find ways around systems and hardware that impede them from getting their work done.

In general, the enterprise is becoming more people-centric, moving away from a focus on process and technology. People-centricity has a direct impact on supporting software tools. In a people-centric enterprise, collaboration systems, for example, change from file-centric to people-centric. Collaboration is one of the key areas that is seeing huge impact from the social business transformation, but it's not limited to any one system or process. Instead, social is popping up across a wide range of business functions. We see new concepts like social product design where companies are involving customers more directly in the product design and improvement process using crowdsourcing platforms for collecting input or building a socially enabled supply chain network.

Q What's your perspective on how the social Web is changing business for the better? What are the down sides?

A There's tremendous opportunity for business improvement using the social Web and the concepts derived from Web 2.0. Engaging customers more effectively can increase customers' loyalty and ultimately increase revenue. Social support can provide a rich experience for customers who engage through social channels or participate in support communities while lowering the overall support costs for businesses and increasing customer satisfaction. Social collaboration tools can increase employee productivity and satisfaction. Social product design can produce products that meet customer needs and expectations much more closely than with traditional methods.

There are risks, of course, from embracing social concepts for the business and from trying to ignore the whole movement. I don't believe that companies that want to be successful will have a choice but to change to meet customer and employee expectations. The risk here is two-fold. If the customers' expectations are not met they will simply look for companies that "get" social. Companies that ignore social employees run the risk of becoming what I call "accidental socialites," or companies that have unofficial social programs that work around corporate rules, systems and governance and compliance standards. There are also risks to companies that try social programs. Some risk examples are inadequate crisis response planning and employees filling in their own procedures when they are not trained properly. Transparency is a big part of a social business, and if the business has practices that it doesn't want to come to light, it better have a very good crisis response plan, because ultimately these things will come out.

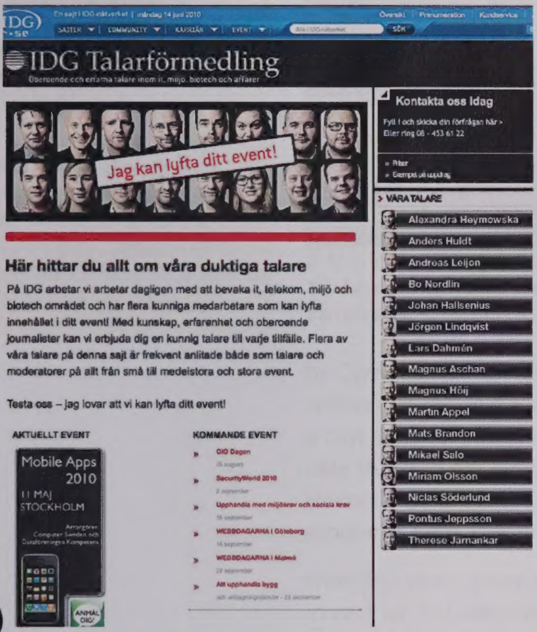
Q How can businesses make sense of — and make the best use of — all the social data that's at their disposal?

A This is one of the most exciting areas of opportunity in my opinion. There is a proliferation of social data ranging from public social networks like Facebook, Twitter, YouTube, blogs, etc. and private enterprise data like e-mail, IM, collaboration systems, etc. Now,

continued on page 7

IDG Sweden speakers' bureau capitalizes on staff expertise

Web-based service lets clients view speakers' recent engagements, evaluations



IDG Talarförmedling

Oberoende och erfarna talare inom it, miljö, biotech och affärer

Här hittar du allt om våra duktiga talare

På IDG arbetar vi arbetar dagligen med att bevaka it, telekom, miljö och biotech området och har flera kunniga medarbetare som kan lyfta innehållet i ditt event! Med kunskap, erfarenhet och oberoende journalister kan vi erbjuda dig en kunnig talare till varje tillfälle. Flera av våra talare på denna sajt är frekvent anlitade både som talare och moderatorer på allt från små till medelstora och stora event.

Testa oss – jag lovar att vi kan lyfta ditt event!

AKTUELLT EVENT

KOMMANDE EVENT

- CIO Dagen
- SecurityWorld 2010
- Upphandla med miljökrav och sociala krav
- WEBBDAGARNA i Göteborg
- WEBBDAGARNA i Malmö
- Att upphandla bygg

Kontakta oss idag

Fyll i och skicka din förfrågan här >
Eller ring 08 - 453 61 22

» Priser
» Exempel på uppdrag

> VÅRA TALARE

- Alexandra Heymowska
- Anders Huldt
- Andreas Leijon
- Bo Nordlin
- Johan Hallsenius
- Jörgen Lindqvist
- Lars Dahmén
- Magnus Aschan
- Magnus Höij
- Martin Appel
- Mats Brandon
- Mikael Salo
- Miriam Olsson
- Niclas Söderlund
- Pontus Jeppsson
- Therese Jarnankar

IDG Sweden's speakers bureau site includes profiles of each staff member, their areas of expertise, recent speaking engagements, customer reviews and publicity photos. Short videos showing the speakers in action will soon be added.

IDG Sweden editors and journalists have long been in demand to serve as speakers, moderators and panelists for local industry events. Recently these requests have become more frequent and, as a result, the company has decided to launch a new service within its events group. Talarformedling, the company's speaker's bureau, currently features 16 staff members who can be hired to serve in a variety of speaking roles and/ or to organize round table or panel discussions on behalf of customers.

"By offering this service, we help our customers to create high-quality events that feature speakers and moderators who are used to asking the right questions through their daily reporting on IT, the environment, biotechnology and business," said **Ulrika Ullman**, event manager at IDG Sweden.

Each participating staff member is featured on a page that includes a brief description of their areas of expertise as well as recent speaking engagements, customer reviews, downloadable photos that can be used for publicity and pricing information. "We see this as a new way for us to package our services as a content provider and as such, we do charge for this service," Ullman said. Prices run between SEK 20,000 and 40,000 (US$2,500 to $5,000) for a full day. "We also generally provide free magazines for the event attendees and special subscription offers."

Ullman said her group is planning to add short video clips to the Web site shortly depicting the IDG Sweden staff members in action at various speaking engagements. The site includes a request form that customers can fill out. Ullman checks requests daily and follows up as needed to finalize the details.

To help publicize this new service, Ullman said the sales team has postcards that briefly explain the speakers bureau that they can leave with customers on sales calls. "We are also advertising the bureau throughout our online network and have recently launched a cooperative effort with a local speaker's agency service called sverigestalare.se, which is helping to spread the word about our service."

The response to date has been "great" Ullman said, noting that in its first month, the site logged 15 requests for speakers. "We've even heard from people outside of IDG who would like to be included in our speakers bureau!"

For more information, visit http://idg.se/talarformedling or contact Ulrika Ullman at ulrika.ullman@idg.se. **WU**

CEC Webcast

continued from page 1

> *"As an employee this call will help you to understand more about the IT profession and why the Council is taking a lead role in developing educational programs surrounding strategic business skills for IT professionals."*
> *— Pam Stenson, SVP, GM, CIO Executive Council*

The webinar is free, and the Council encourages IDG business units to invite selected readers and all interested employees to attend. "As an employee looking ahead toward the future of IDG this call will help you to understand more about the IT profession and why the Council is taking a lead role in developing educational programs surrounding strategic business skills for IT professionals to elevate the CIO role and the perception of the IT profession," said **Pam Stenson**, SVP and GM of the Council. "And an informed employee, whether one is a reporter, Web developer or salesperson, is always a better spokesperson for the company at large."

Stenson

Launched in 2004, the CIO Executive Council is a global community of senior IT practitioners (no vendors, analysts or consultants) from Global 500, Fortune 500 and mid-market organizations throughout North America, Europe and Asia. The CIO Executive Council is committed to advancing the role of the CIO and helping to raise the expectation and direction of the CIO role to expand it beyond a tactical chief technologist position, Stenson explained.

The CIO Executive Council this year began an aggressive effort to expand internationally. For more information on this effort and how IDG business units and licensees can partner with the Council, see "CIO Executive Council extends international reach" (IDG World Update, Jan. 11, 2010). For more information about the CIO Executive Council, see Stenson's "One on one" column (IDG World Update, Aug.10, 2009).

For more information, contact Deb Stark, director of marketing at dstark@cio.com. **WU**

In the beginning

Founded in 1988 by IDG Chairman **Pat McGovern** in conjunction with the Smithsonian Institution, which is no longer a partner, the Computerworld Honors Program recognizes the significant role technology plays in benefiting society while simultaneously honoring IT innovations from around the world.

With recognition and preservation as its core charters, the program is run by the not-for-profit Computerworld Information Technology Awards Foundation.

CW Honors

continued from page 1

*(L-R): IDG Communications CEO **Bob Carrigan**, IDG Enterprise Executive Editor of Events **Julia King** and CW Publisher **John Amato** salute the honorees.*

by Computerworld Honors staff. The organizations whose projects met the criteria were asked to submit a case study detailing their work. By April accepted case studies were designated as Computerworld Honors Program Laureates and became part of the program's permanent collection.

From this year's group of 151 Laureates, five finalists in each of 10 categories — Business and Related Services; Education and Academia; Environment, Energy and Agriculture; Finance and Insurance; Government; Health Care; Manufacturing; Media, Arts and Entertainment; Nonprofit Organizations; and Transportation — were selected by a panel of judges from IDG Enterprise and the IT industry.

The Andrew Mellon Auditorium in Washington, D.C. was a strking setting for the evening ceremony.

The Laureates received their medals in an early evening ceremony at the Mellon Auditorium. Later that night, the 50 finalists were named and called to the stage to receive a crystal Honors award. Following a formal dinner, one 21st Century Achievement Award recipient was named for each category as the "best of the best" and received a larger crystal.

Among this year's 21st Century Achievement Award recipients were the following:

Business and Related Services: Rave Mobile Safety, a campus safety application that allows administrators to communicate quickly with students via text messaging, e-mail and voice mail in the event of an emergency.

A total of 151 Laureates received medals for their achievements.

Education and Academia: Mobile County (Ala.) Public School System's Student Performance Excellence system that measures student performance to identify at-risk students and adjust their academic programs in real time.

Environment, Energy and Agriculture: E-laad.nl's Chargepoint Interactive Management System, which provides a grid of charging stations for electric cars across Europe.

The Computerworld Honors Program also had Morgan Stanley present a Leadership Award, which honors the lifetime achievements of individuals who have had exemplary careers in IT. These awards are sponsored by members of the Chairman's Committee, and this year the winner, in the category of Global Commerce, was Pradeep Sindhu, CTO and founder of Juniper Networks.

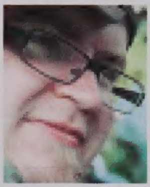
This year's program had 11 sponsors. "This is a huge networking opportunity for them," said **Sandy Weill**, Computerworld's senior director, Executive Programs, "and a chance to promote their customers and deepen their business relationship with them."

Weill said her team decided to streamline the program "so it would have a faster flow. Laureates love the program and feel very special to be a part of the Computerworld Honors community."

For a complete list of Laureates, Finalists and 21st Century Achievement Award recipients and more information about the Leadership Award winners go to www.cwhonors.org and/or contact Sandy Weill at sandy_weill@computerworld.com. WU

noteworthy people

New employees


Dijkerman

Steve Dijkerman is **IDG Netherlands**' new Web developer, coming from the creative design agency CreaBea where he was the lead Web developer in charge of developing corporate Web sites. He holds a B.S. in communications and multimedia design from De Haagse Hogeschool in The Hague. In his free time he enjoys organizing movie nights, playing the guitar and bass and working on his new house. *sdijkerman@idg.nl*

Linda Chan is **IDG**'s new customer database analyst, coming from Nielsen Co. where she was a database specialist maintaining custom databases for manufacturer clients. She holds a B.A. in Asian studies from the University of Rochester. *linda_chan@idg.com*

IDG Enterprise has hired **Alex Gerber** as Web systems administrator. He previously worked for Sepracor, Inc. as a senior Unix systems administrator. He holds a B.S. in computer science and an M.S. in information assurance from Boston's Northeastern University and an MBA with a concentration in risk management from Bentley University in Waltham, Mass. He enjoys jogging and travel and is currently building a nursery for his second child. *agerber@idgenterprise.com*

Joel Bienvenu is **IDC**'s new research manager, responsible for research and client development for the production print and wide format industry. He previously worked for Oce North America in product marketing for its production print group. He studied electrical engineering at the University of Lowell (Mass.) and computer electronics at the Control Data Institute in Burlington, Mass. Away from the office he enjoys golf, boating, home improvement, scuba diving and underwater photography. *jbienvenu@idc.com*

Currently a full-time marketing student at the University of Massachusetts/Amherst's Isenberg School of Management, **Julie Simon** joins **IDG World Expo** as a summer marketing associate responsible for building the iPad and independent developer databases for Macworld Expo 2011. She previously held an internship at Intel and during the school year works as a teacher's assistant in the computer lab. She enjoys piano, scrapbooking and working out. *jsimon@idgworldexpo.com*

Slijerman

IDG Netherlands has hired **Theske Slijkerman** as editor of Computer! Totaal. She was previously a trainee at the IDG Netherlands digital photography site Zoom.nl. A recent graduate of Amsterdam's Hogeschool, she holds a degree in media, information and communication. A gymnastics teacher, she also enjoys reading, photography and sailing. *tslijkerman@idg.nl*

Returning employees

Neal

IDG U.K.'s Strategic Marketing Services group has hired **Kat Neal** as strategic programs manager. She was previously an account director with Vitesse Media and before that a senior account manager with IDG U.K.'s PC Advisor. A water sports enthusiast, she enjoys scuba diving, water skiing and last year passed her Royal Yacht Association yachtmaster exam. *kat_neal@idg.co.uk*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC Canada staff embraces the Rat Race

*IDC Canada participants in this month's Scotiabank 5K Rat Race included (l-r): **Lars Goransson**, VP, Consulting & Practices; **Sarah Thompson**, senior account executive; **Kelly Sunderland**, research associate; **Thomas Dyer,** analyst, Forecasting Practice; and **Eduardo Caceres**, technical support specialist. Not pictured: **David Senf**, research director, Infrastructure Solutions.*

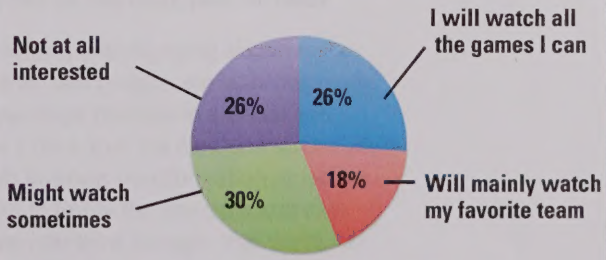
Six IDC Canada employees recently participated in a 5K charity race sponsored by Scotiabank to benefit the Toronto chapter of United Way. Not only did the six raise C$1,635 (US$1,590) for the organization — largely from donations from their IDC colleagues — but each of the runners also logged a personal best running time. "We're a fairly diverse group," said **Sarah Thompson**, senior account executive, an experienced runner who recently completed a marathon, "a few of us enjoy running year round, while others just run from time to time, yet everyone finished within a few minutes of each other — and all in less than 23 minutes, which I think is remarkably fast!"

Scotiabank® RAT RACE FOR UNITED WAY JUNE 10, 2010

United Way Toronto supports a network of agencies that provide social services to hundreds of thousands of people throughout the city. "We are very proud to have raised money to help support this organization," Thompson said. WU

Question of the Week results for June 14

How interested are you in the World Cup this year?



Log on to www.idgcentral.com to vote on this week's question: **What do you think about Microsoft's new controller-less Kinect full body movement system for gaming?**

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Debra Sobin *IDG Corporate Services Group*

24
Ken Hoyt *IDC*

22
Andrew Sambrook *IDG List Services*

15
Simon Jary *IDG U.K.*
Amie White *IDC*

14
Peter Tripodi *PCW Central Services*

12
Bob Rawson *IDG Enterprise*
Lance Castonguay *IDG Corporate Services Group*
laus Mehus *IDG Norway*
Morten Kristiansen *IDG Norway*

11
Joanne Tilson *IDG Global Solutions EMEA*
Diana Turco *IDG Enterprise*
Chris Lin *IDG Enterprise*

10
Valerie Soh *IDC Singapore*
Kathy Sin *IDC Hong Kong*
Christopher Chute *IDC*
Eri Meyer *IDC*

9
Eliza Wee *PC World*

8
Marcus Wilkinson *IDG U.K.*
Soon Yul Chang *IDC Korea*

6
Donna Burch *IDC Canada*
Robert Fleming *IDC*
Rod Hills *IDC U.K.*

5
Ae-Lee Kim *IDC Korea*

4
Angelique Evans *PCW Central Services*
John Harrison *CXO Media*
Shaun Callaghan *IDG Enterprise*

3
Daniela Kloeckner *IDG Germany*
Benjamin Woo *IDC*
Tomas Watz *IDG Sweden*
Donna Geary *IDG Global Solutions EMEA*
Chris Parisi *GamePro*

2
Ilham Samudera *IDC Singapore*
Catherine Madden *IDC*
Paul Calvo *IDC*
Gail Fogel *IDG Enterprise*
Sarah Moon *InfoWorld*

1
Tia Denny *Computeworld*
Eran Butts *IDG Enterprise*
Trever Cumming *IDG Enterprise*

Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send information to world_update@idg.com.

Get passes for Museum of Science, New England Aquarium, Children's Museum

As a corporate member of the Boston Children's Museum, the New England Aquarium and the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. IDG employees from the Boston area or any employees who are visiting the Boston area may request passes by sending an e-mail to world_update@idg.com and providing their name and business unit address. You may request up to four passes per venue.

One on one

continued from page 3

privacy setting and desires must guide what information is collected and how it is used, but there is still a lot of potential even taking privacy into account. Even more interesting is the intersection of this social data with other corporate data. Using what IDC calls socialytics platforms and applications, companies can collect, analyze and take action on all sorts of social information. For example by "listening" to public social networks, companies could use natural language processing tools and semantics to determine public sentiment toward its brand. Companies could learn what customers want or desire and eventually use the information developed to predict what customers will buy. Social information could tell you who in your company is a real expert in a subject or who is connected (and how strong is the connection) to your key customers. We're just starting to scratch the surface of socialytics and its value to the enterprise.

Q What do you think are some of the best examples of enterprises that are effectively using social media?

A There are a lot of great examples that have come out over the last year or so. The ones that have been widely publicized include Best Buy and its use of Twitter and Lithium Technologies' social platform to provide customer support through a program called Twelpforce, Comcast's use of Twitter (@comcastcares) to provide customer support, and VirginAmerica and JetBlue's use of Twitter to provide real-time customer interaction and support. Maybe a little less known is Dell's use of Twitter (@delloutlet) to move millions of dollars of merchandise. On the customer support community side of social business many companies have effectively deployed a community including Lenovo, Verizon, Line 6, Nike, BT, Barnes and Noble, FICO, and Sage. Companies like Starbucks, Dell, Salesforce.com and SAP have deployed ideasourcing or crowdsourcing platforms to collect customer input and ideas. We're still in the early stages of wider social business projects, but we're already seeing lots of engagement. Over this next 12 months we're planning a series of a dozen or so case studies of social business success stories.

Q What do you think the social media landscape for businesses will look like in the next year or two?

A Social business is evolving and changing almost daily. Adoption is on the rise as new projects are launched every week. Our surveys show huge changes in attitude and adoption in just a year. I think that the next one to two years will see a broad start at business transformation as we see real returns and metrics to justify the concepts and new approaches to business. I do think though, that we're just at the beginning of a very long change cycle that will have a broad and lasting impact. I think three trends — social, mobile and cloud computing — will continue to move into the mainstream for the enterprise and a couple of years will see those trends getting much wider adoption. WU

celebrating 10!

Name
Joyce Chutchian

Home
Concord, Mass.

Joined IDG
September 1988 to 1999; rehired October 2008.

Career path since joining IDG
I was hired as a copy editor at Computerworld in 1998, then chief copy editor, senior features editor and managing editor for special projects.

Current title
Senior Editor IDG Custom Solutions Group. I assign and edit custom white papers, webcasts and other custom projects, working closely with vendors, sales and project managers to produce custom content.

Three things I do in a day's work
Work with project managers, work with writers and work with clients to create a custom project.

Best part of your job
Working as a team, developing relationships with clients, working with new people all the time and creating a successful custom project.

Latest accomplishment
Running a minimum of 10 miles per week for a whole year (thus winning a bet).

Best way someone could compliment you on your work
Tell me I've inspired someone or implement new ideas that I've presented. Or simply, if clients request working with me.

View from my work space
Despite a window that looks out onto splendid Speen St. in Framingham, Mass., I face the mailboxes outside of my office, and I smell every microwaved lunch from the kitchen right round the corner…

Interests outside the office
Skiing, running, editing a middle school newsletter and podcasting with elementary school kids (even though I don't have kids in elementary school).

Most rewarding thing you've ever done
Taught English as a second language and watched the students (many of them adults) become self-sufficient and proud of their accomplishments.

Of what accomplishment at work are you most proud
Working on the first Computerworld Global 100 magazine, when e-mail was limited (not even sure if we had it then) and contacting editors in various countries was very difficult at the time.

*IDG Enterprise's **Joyce Chutchian** was the guest of honor at a dinner celebrating her decade-plus of service to the company.*

First job?
Aside from babysitting, a store associate at Marshall's.

What it taught you?
It taught me how to count change for customers, which no one seems to do anymore; how to be patient with irate customers at the service desk; and how to speak clearly into a microphone: "Attention Marshall's shoppers…"

Favorite vacation spot?
Jackson Hole, Wyoming, in the winter for skiing.

What others can't tell just by looking at me
That I have a sense of humor?

Manager's profile
"Joyce has been a great addition to the CSG team. She brings great insights, and possesses a broad knowledge of technology trends and how they relate to our audiences. As a teammate and co-worker, Joyce is a true joy to work with. She leads with her sense of humor, which is matched only by her sincerity and focus on the tasks at hand."

— Jim Malone, senior editorial director, IDG Custom Solutions Group

and finally…

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

John Amato *Computerworld*
Michael Fauscette *IDC*
Hansjörg Honegger *IDG Switzerland*
Anh Pham *IDG Vietnam*
Deb Stark *CIO Executive Council*
Sarah Thompson *IDC Canada*
Ulrika Ullman *IDG Sweden*
Sandra Weill *Computerworld*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG WorldUpdate
28 JUNE 2010
VOLUME 40, NUMBER 24
PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE
WWW.IDGCENTRAL.COM

Collaboration makes Cloud Leadership Forum a success

IDG Enterprise, IDC create setting for honest customer/vendor dialogue

Cloud computing

A new model for online delivery of applications, application platforms, infrastructure and other IT offerings. Some big examples of cloud computing include software-as-a-service (SaaS) offerings like Google Apps, infrastructure-as-a-service offerings like Amazon's Elastic Compute Cloud (EC2) and platform-as-a-service offerings like Microsoft's Azure.

--IDC SVP/Chief Analyst Frank Gens

IDG's ability to create a unique, high-value event by tapping into its vast talent pool of analysts, content developers, sales teams and event producers was on full display at the Cloud Leadership Forum, held June 13-15 in Santa Clara, Calif. It marked the first time IDC and IDG Enterprise had worked together so extensively, both in terms of the number of people and their involvement in all facets of event sales, development and management.

IDGE SVP/Chief Content Officer ***John Gallant*** *(left) IDC SVP/Chief Analyst* ***Frank Gens*** *worked together on many facets of the event, including an interactive Town Meeting forum.*

"There is no shortage of cloud-related events, so it was critical for IDG Enterprise and IDC to collaborate to provide something new and incredibly value for IT executives who are trying to make difficult decisions about how to blend cloud offerings into their entire IT portfolio," said IDGE SVP/Chief Content Officer **John Gallant**, who co-moderated with IDC SVP/Chief Analyst **Frank Gens**. "Our two organizations provide a wealth of information and perspective that no one else can match. We were able to put a business perspective on the issues surrounding cloud and deliver a set of speakers and themes that helped IT executives cut through the hype to learn how cloud leaders are assessing and deploying the technologies."

Organizers were pleased with the turnout, with 432 people on site — vendors, analysts, speakers, spon-

continued on page 4

Inside this issue

Matthew Yorke receives Innovators Award for social media marketing *page 2*

PC Advisor reaches 300,000 registered users *page 2*

IDG Denmark, IDC Nordic collaborate on CIO of the Year event *page 2*

One on one: IDG Enterprise's Bob Melk talks about the 4Cs *page 3*

Microsoft's Ballmer visits IDG Vietnam event *page 6*

CW Denmark's second annual road race builds community *page 7*

Celebrating 10! IDG Enterprise's Bob Rawson *page 8*

IDG World Expo's E3 Expo remains "a must-attend event"

With the slogan "Creativity Unleashed," the annual Electronic Entertainment Expo (E3 Expo), produced by IDG World Expo, unleashed more than 45,600 attendees from 90 countries on the Los Angeles Convention Center earlier this month. The video gaming industry's premier global trade show, E3 Expo hosted some 300 exhibitors showing the latest in interactive entertainment for video game consoles, handheld devices, PCs and the Internet.

CREATIVITY UNLEASHED
E3

"E3 remains the must-attend event for everything interactive entertainment," said Jesse Divnich, VP, Electronic Entertainment and Design Research. "The international gaming community keeps a close watch on the show, as the games, technologies and events unveiled act as a catalyst for the industry for the rest of the year. E3 did not disappoint as the event exceeded the expectations in every way imaginable."

A year in the planning, the event is owned by the Entertainment Software Association. Among the game industry trends at the three-day event were three-dimensional games, motion-controlled interfaces, downloadable content and games, console as entertainment centers that offer multiple sources of entertainment and increased integration of social networks such as Twitter and Facebook. Console game makers "need to embrace the social networks to raise awareness around games and cast the net as wide as possible," said GamePro Magazine EVP, Content **John Davison**.

IDG's San Francisco-based GamePro Media worked with World Expo again this year, building the E3Expo.com site and producing the E3 Expo Show Daily in print. E3Expo.com was available on most mobile platforms, and there was also an online exhibitor

continued on page 5

Yorke receives Innovators Award for social media marketing

*IDG Strategic Marketing Services President **Matthew Yorke** (center) accepts his award from Bob Felsenthal, VP-publisher, Media Business and BtoB (left); and Sean Callahan, media editor, Media Business.*

DOUG GOODMAN PHOTOGRAPHY

IDG Strategic Marketing Services President **Matthew Yorke** was honored as one of three Innovators Publishing Executives at Media Business' 7th annual Innovators Awards Luncheon in New York City on June 17. He was recognized for his efforts with social media marketing and the IDG Amplify program.

The two other executives who received awards in the same category were Michael Rooney, SVP, chief revenue officer, The Wall Street Journal and Pete May, president-publisher, Greener World Media.

The awards, given in six categories, recognize the year's most forward-thinking and creative executives in the publishing industry. IDG Chairman **Pat McGovern** received an award the first year; IDG Communications **Bob Carrigan** in 2009.

For a complete list of winners go to http://tinyurl.com/244ppae.

IDG U.K.'s PC Advisor reaches 300,000 registered users milestone

IDG UK's PC Advisor now has more than 300,000 registered users for its Web site, pcadvisor.co.uk.

In addition to being able to access all the news and reviews content freely available on PC Advisor, the site's registered users have full access to the PC Advisor forums, where total forum posts on one day earlier this month numbered more than 2,210,000 across 337,500 threads.

Nielsen Online ranks PC Advisor as the world's most popular Technology Magazine Web site for a U.K. audience, and seventh across all sectors.

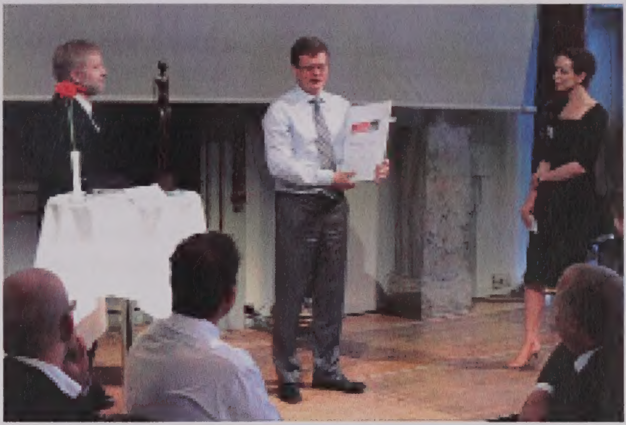
Hitwise ranks PC Advisor as No. 3 for market share of visits among all U.K. Web sites in the Hitwise IT Media industry News sector, as visited by U.K. Internet users. One a typical day earlier this month, there were more than 20,500 news articles on PC Advisor; nearly 5,000 product reviews; 3,650 blogs; 11,500 reader comments; 450 user reviews; and 1,200 downloads.

PC ADVISOR

"This is a significant milestone for PC Advisor," said Publishing Director **Simon Jary**. "With a redesign in the next couple of months we look forward to reaching a third of a million registered users as quickly as possible."

Write to sj@idg.co.uk.

IDG Denmark, IDC Nordic combine for CIO of the Year conference



*CIO of the Year winner Michael Moesgaard, CIO for Dong Energy, Denmark's leading energy supplier, accepts his award while IDC Nordic Managing Director and Group VP/IDC EMEA **Per Andersen** (left) and Computerworld Denmark Editor-in-chief **Line Ørskov** look on.*

The prestigious Danish National Museum was a fitting setting for the highly respected CIO of the Year event last month. IDG Denmark and IDC Nordic collaborated for the fifth time on the conference and awards ceremony, which has proven to be a source of solid sponsorship support and an effective means of generating leads and selling the companies' different products.

The 2010 edition drew more than 150 Danish CIOs for a half-day conference, which focused on the future role of CIOs in the aftermath of a financially difficult time and an evening awards dinner. In keeping with the agenda's theme of innovation, the event itself included several new ways of actively involving participants in the discussions about CIOs. An electronic voting system was used for identifying the major hot topics for today's CIOs, and these topics were then discussed at roundtables moderated by IDG and IDC staff. Highlights of the discussions were entered real-time into an integrated, collaborative system that everyone could view, and the conference moderator was able to easily identify themes that arose to present the overall trends to the entire audience.

As in the past IDC was primarily responsible for the agenda, with IDC Nordic Managing Director and Group VP/IDC EMEA **Per Andersen** delivering the keynote address. Computerworld Denmark Editor-in-chief **Line Ørskov** chaired the conference and IDG managed logistics, delegate contacts and online services; CW Denmark Senior Editor **Jan Horsager** hosted a panel discussion with the five CIO of the Year finalists.

Joining longtime major sponsor SAS Institute were Cognizant, Scanpon and ConsensusOnline.

Nominations for CIO of the Year are evaluated by a panel of judges that include Andersen, Horsager, two CIOs, a business school professor and a member of Parliament. Key criteria are outstanding strategic management, IT management and leadership.

Write to pandersen@idc.com.

Send in your story suggestions

IDG World Update relies on readers to send in news about business unit accomplishments, employee achievements, suggestions for Q&A columnists and any type of story idea. Write to world_update@idg.com.

one on one the interview

Bob Melk
IDG Enterprise's SVP/group publisher is this week's columnist. Reach him at bmelk@idgenterprise.com.

> *"We are a player in all 4Cs — Content, Community, Conversation and Conversion — and are continually innovating to help our customers interact with our audiences in dynamic and effective ways. This in turn creates tremendous growth potential in new areas for IDG Enterprise."*

These days, the talk at IDG Enterprise is all about the 4Cs: Content, Community, Conversation and Conversion. The initiative, which represents a bold departure from IDG's past as a traditional media company, was conceived and rolled out earlier this year to all employees in a series of town hall meetings, by IDG Enterprise President & CEO ***Michael Friedenberg****. Recently, IDG Enterprise SVP, Group Publisher Bob Melk has been busy taking the 4Cs message to IDG customers and prospects in the market. "The 4Cs is a new concept, but as a company it is where we've been headed for some time," Melk explained. Recently, Melk talked with World Update about the 4Cs initiative and what it means for IDG Enterprise.*

Q How did the 4Cs concept evolve?

A In November 2009, after an extremely volatile year, Michael Friedenberg and I sat down to discuss how the newly formed IDG Enterprise group of brands needed to uniquely demonstrate — to both employees and customers — how the organization had evolved beyond a traditional media company. We had developed products and programs to serve our audience and our partners with methods of engagement that far exceeded media industry norms and needed a messaging structure that could easily describe and demonstrate the fundamentally different thought process. Most importantly, we wanted to demonstrate this approach in a simple but compelling way that would grow with us as we continue to evolve our business.

Q How has IDG's role as a publisher changed in today's media environment?

A Not long ago, **Bob Carrigan** addressed an IAB Annual Leadership meeting and told the audience, "If you just publish, you'll perish." I believe Bob was speaking to how media's traditional role was to serve as a conduit between a market's readers and its advertisers. In that role, we led the market with compelling and unbiased third-party content. We acted as a conduit for messages and the flow of information. Today that linear publishing model has blown up. The Internet, mobility and social media have created an entirely new world order. Content is still at the core of what we are, but that said, the 4Cs demonstrates our ability and value in bringing content together with community, conversation and conversion and expanding into growth areas for the company.

In these new areas, the IDG Enterprise team competes with a long list of agile organizations focused on specific segments of content, community, conversation and conversion. It directs our teams to think beyond our traditional role and aggressively pursue the huge potential that lies within these new market areas. It speaks to the unique value our individual brands can offer by bringing the 4Cs together as no other organization can with a goal of growing our business in a disruptive manner by creating and partnering to quickly add new capabilities in ways that might not be supported by our history.

Q What are some of the initiatives/strategies you are launching or nurturing in pursuit of building the 4Cs?

A The 4Cs are the lens through which we are now developing all our products and programs. If an idea doesn't fit into this structure, it will not be a focus. Then we work with our advertising and sponsor partners to pull the programs together into a plan that meets their needs. The 4Cs are like a puzzle ring. The concept is simple, but for each partner, there is a specific and sophisticated way the 4Cs should be brought together to help them meet their goals.

There are many new and exciting products that we're developing that have added strength to our 4Cs story. It is important to point out that products and programs can fall into multiple categories of the 4Cs. There is overlap in many areas, and it is a continuous, multi-directional process, but many have a main focus in a specific area.

Our CIO Executive Council and its new Pathways program, events portfolio strategy and vertical sites are just a few that are focused on building community. The CIO Executive Council Pathways program extends the Council community by providing mentoring for CIO members and their staffs. We are structuring our events portfolio to bring regional, national and virtual attendees together for peer networking. And online, Computerworld launched IT Health Care, IT Finance and IT Government, vertical sites that organize content by industry rather than topic to bring together the community focused on those industries. IDG Enterprise has some additional and significant community projects in development, so stay tuned for more news in this area.

One of the many benefits of being part of the larger IDG family is the ability to partner on products so not every innovation which we bring to our customers needs to be created within IDG Enterprise. Examples

continued on page 6

Cloud Forum

continued from page 1

IDC and IDG Enterprise staff involved in the Cloud Leadership Forum included (front, l-r): IDG Events Regional Account Manager ***Jen Sand****, IDGE VP/Event Sales* ***Andrea D'Amato****, IDGE Event Content Specialist* ***Abbey Weintraub****, IDGE Event Planner* ***Ashley Starr****, IDGE Client Services Specialist* ***Erica Foster****, IDGE VP/Editorial Event Strategy* ***Anne McCrory****, IDGE Associate Meeting Planner* ***Christina Tashjian****, IDGE VP/Executive Programs* ***Ellen Daly****, and IDC SVP/Executive & Go-to-Market Programs* ***Clare Gillan****. (Back, l-r): IDC Senior Account Executive* ***Tim Gallagher****, IDGE SVP/Chief Content Officer* ***John Gallant****, IDC Marketing Director* ***Mary Conroy****, IDGE Director/Event Operations* ***Deb Begreen****, IDGE Regional Account Director* ***Mike McGoldrick****, IDC SVP/Chief Analyst* ***Frank Gens****, IDC Research VP* ***Jean Bozman****, IDC Program VP* ***Courtney Monroe*** *and IDC Research VP* ***Rick Villars****.*

sors and staff — which included a pool of nearly 300 qualified attendees of director-level IT decision makers and above from enterprise-sized organizations.

The event had its genesis more than a year ago, when IDGE President & CEO **Mike Friedenberg** and VP/Executive Programs **Ellen Daly** met with IDC President & CEO **Kirk Campbell** and SVP Executive and Go-to-Market Programs **Clare Gillan** to scope out ways to collaborate better. Many months later, when IDG Enterprise decided to create a learning-oriented event around cloud computing that would also set an agenda for the industry, the team tried to collect case studies and discovered there were few to be found, Daly recalled. "That made it clear this kind of event really needed IDC analysts' involvement."

> *"Everyone at the event felt free to talk openly. Many people told us this was the best cloud event they had ever been to."*
>
> *-- Ellen Daly, VP/Executive Programs, IDG Enterprise*

Gens, who leads a global cloud research team of more than 100 analysts, spearheaded the formation of a 21-member event advisory board of outside experts, with input from senior IDG Enterprise staff. They not only suggested speaker recommendations, but they were heavily involved in crafting the agenda in conjunction with IDGE VP/Editorial Event Strategy **Anne McCrory**, Gens and Gallant, and several became sponsors. In all, 11 vendors signed on, led by underwriters IBM, Juniper Networks, Microsoft and Verizon.

IDC Research Director **Robert Mahowald** and Research VP **Rick Villars** were key contributors to the planning process and hosted break-out sessions at the forum along with Program Director **Laura Dubois**, Program Manager **Vivian Tero**, Group VP **Steve Hendrick** and Research Director **Melanie Posey**. Other analysts joined them for one-on-one sessions with attendees and sponsors, marking the first time that IDC staff had done so at an IDG event.

The sales effort was led by SVP/Group Publisher **Bob Melk** and VP/Event Sales **Andrea D'Amato** on the IDGE side and by **Michael Deutsch**, SVP Industry Major Accounts, IDC with the support of **Brad Thorpe**, SVP of Global Sales. IDC and IDG Enterprise have a common client list at a company level, but each tends to engage with different buyers and influencers, Gillan explained. IDC and IDGE initially divided up the client list so that the teams did not overwhelm clients with sales outreach. When one team ran into a wall in their assigned account, the other approached the client via a different angle.

"The joint IDC and IDGE sales effort was a great growth experience for all involved," Deutsch said. "It was a lot of fun and a nice opportunity to work with other IDG sales colleagues that we don't get a chance to work with that often. In addition, it was a great example to show our mutual client base the power of IDG by combining our resources to produce a true cloud leadership industry event."

Gillan noted that cross-organization coordination for an event can be challenging anytime, but the combined team had the extra pressure of having a short timeframe to produce a new, high-end event in a competitive space. "Once everyone understood their roles, communication and task fulfillment fell into place quickly and efficiently. We had a shared spirit of wanting our flagship co-branded event to be highly successful."

Attendees and sponsors gave the forum "extraordinarily high evaluation results," Daly said; 98% said they would recommend the event to colleagues. "We had made it clear to vendor representatives that we didn't want them to preach, we wanted a dialogue, which is why we called this a forum. They really responded to that, and everyone at the event felt free to talk openly. Many people told us this was the best cloud event they had ever been to. The fact that we could pull off such a successful inaugural event in a difficult economy is especially satisfying."

Write to edaly@idgenterprise.com.

Agenda highlights

IDGE SVP/Chief Content Officer **John Gallant** outlined several highlights from the event:

Frank Gens did a terrific job in his opening keynote to set the tone. He defined what cloud really means and laid out a framework for how to determine where cloud makes sense for attendees.

Ken Harris, CIO of Shaklee, spoke about being being totally committed to cloud and how that changes one's perspective and decision making about how to run IT.

John Rizzi, head of business development for Tickets.com, talked about how the company is becoming a cloud provider itself and how that shifting of its services to the cloud is dramatically changing its business model and opportunities.

We concluded with a Town Meeting during which industry leaders and customers exchanged very honest views of what needs to be addressed in order for cloud to live up to its potential. Frank and I were in the audience with microphones asking and fielding questions in a very lively session.

ast gaming facts

According to the Entertainment Software Association (ESA), owner of the Electronic Entertainment Expo, more than two-thirds of all American households play games. Some other gaming industry facts from ESA:

- U.S. computer and video game software sales grew 22.9% in 2008 to $11.7 billion, more than quadrupling industry software sales since 1996.
- Sixty-eight percent of American households play computer or video games.
- The average game player is 35 years old and has been playing games for 12 years.
- 40% of all game players are women. In fact, women over the age of 18 represent a significantly greater portion of the game-playing population (34%) than boys age 17 or younger (18%).
- Thirty-seven percent of heads of households play games on a wireless device, such as a cell phone or PDA, up from 20 percent in 2002.
- Sixty-three percent of parents believe games are a positive part of their children's lives.

E3 Expo

continued from page 1

and product directory and interactive floor plan on both the Web and onsite that was mobile-friendly.

Closed to the general public, the audience for E3 Expo includes software developers, buyers and retailers, distributors, entertainment industry representatives, researchers, media and resellers.

The event again offered an E3 Expo VIP Buyer program, which is designed to bring retailers to the show so that exhibitors can get crucial orders from key large domestic and international retail customers. The program gives members numerous benefits at the show, such as access to an exclusive VIP lounge, catered meals, concierge and business services and select travel and hotel accommodations.

This year's VIP Buyer participation was at an all-time high, with more than 318 VIP buyers from retailers such as Amazon.com, Best Buy, Sam's Club, Target, Toys "R" Us and Wal-Mart Stores. Feedback from retailers about the program was extremely positive, according to **Madeline Kruzel**, IDG World Expo VP and general manager.

IDG World Expo staff involved in the 2010 Electronic Entertainment Expo included (in randome order): ***Madeline Kruzel****, VP and general manager;* ***Mary Dolaher****, CEO;* ***Suzanne Levecque****, director, VIP Buyers Program;* ***Maureen McNeil****, registration manager;* ***Mariella Ley****, senior operations manager;* ***Stephen Galeotalanza****, registration and housing manager;* ***Jackie Vella****, senior marketing specialist;* ***Kristin Dacey****, marketing coordinator;* ***Donald Young****, director of financial services;* ***Ellen Moorehead****, event marketing sales manager;* ***Carolyn Rauch****, SVP, strategic communications;* ***Sara Scogland****, human resources manager;* ***Giovanni Stein****, sales manager;* ***Nina Carrara****, brand director;* ***Melissa Messier****, VP, marketing;* ***Ron Moreau****, sales director;* ***Bryan Rusciano****, senior operations manager;* ***Nan Funsch****, sponsorship operations manager; and* ***Alida Roberts****, senior operations manager. Not pictured:* ***Deborah Paul****, director, event marketing programs. Photo by Asa Mathat.*

Among the show's sponsors were Honda, Best Buy, G4 TV, NOS Energy Drink/Coca-Cola and Target. Kruzel said the each sponsor's program was customized to fit its specific objectives. "

Sponsorship involvement extends a presence beyond exhibit space. Sponsors had access to more than 4,000 members of the media, direct interaction with and feedback from their core consumer base, as well as network, sign deals with key industry players and be a part of E3 Expo's marketing and PR campaigns," she said.

"This year's E3 Expo again delivered above our expectations," said Graham Hopper, EVP, Disney Interactive Studios. "With retail participation up 20%, strong international media attendance, partnered with a dynamic show floor environment, E3 has affirmed its status as the cornerstone event for our global video game business."

The 2011 E3 Expo will take place June 7-9, 2011 at the Los Angeles Convention Center. Visit http://www.E3Expo.com or contact **Melissa Messier** *at mmessier@idgworldexpo.com.*

GamePro works the floor, parties, meeting rooms at E3 Expo

This month's E3 Expo served as "a wonderful branding opportunity" for GamePro Media, according to **Marci Yamaguchi Hughes**, GamePro president. "We have a reputation for thought-provoking editorial coverage and as an online destination, but not many in the industry relate GamePro with IDG – yet," she said. "So with every opportunity we had, we wove in the fact that our sister company, IDG World Expo, produced this awesome event."

Yamaguchi Hughes said GamePro's E3 Expo strategy was to have as many high-level meetings as possible and be everywhere they could. "Between our banners on the show floor, our industry party, our meeting room and our tenacious editors and sales team, I think we accomplished this successfully."

By the end of day two, GamePro's eight editors posted more 120 pieces of content on their site, and they still had one full day at the show to go. "That's a great achievement for such a small team, and the payoff has come from a nice boost in traffic," Yamaguchi Hughes said. "We've been spiking at levels that are 50% up on a typical day." Publishing the "very well-received" official E3 Expo Show Daily, which featured coverage of the show, interviews and maps of the show floor, was also "a wonderful win for us." Finally, Yamaguchi Hughes lauded "the spectacular job our incredible five-person product development team" for creating the E3expo.com site for the second year in a row. "This partnership with World Expo is one we're very grateful for."

GamePro editors and sales executives could meet clients at GamePro's private meeting room at the Los Angeles Convention Center and show off the latest issues and user feedback on GamePro.com. GamePro also threw its second annual E3 Expo party for industry clients at Trader Vic's. "Huge kudos to [Executive Assistant] **Roxanne Warrick** who planned all details and oversaw the successful party and our meeting room," Yamaguchi Hughes said.

GAMEPRO
BEST OF
E3

New at this year's E3 Expo was GamePro's Best of E3 awards, which went to 21 products that "really wowed" the GamePro staff, said GamePro President ***Marci Yamaguchi Hughes****. "VPs of marketing, brand managers and PR folks were simply ecstatic to receive these. I think it's yet another indication of just how 'shiny' the GamePro brand is becoming."*

noteworthy people

New employees

Peterse

Joris Peterse joins **IDG Netherlands** an an editor of Computer! Totaal, coming from Clipboard Publishing where he was an editor of Winmag Pro, Baaz and Digifoto Pro. He holds a bachelor's degree in interactive media from Hogeschool van Amsterdam and a system administrator degree from Nova College. In his free time he enjoys music, writing, philosophy and football. *joris@computertotaal.nl*

Panayotov

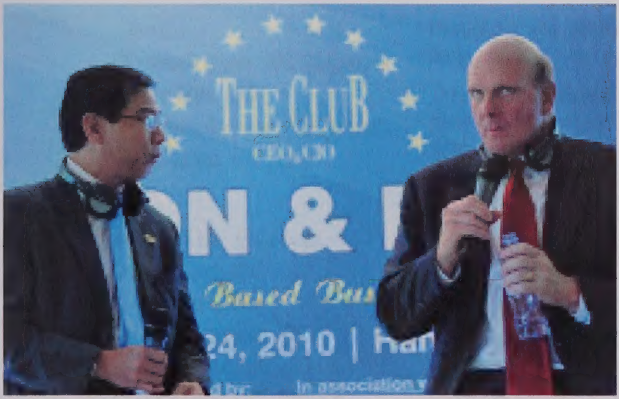
Previously an intern with **PCWorld**, **Toni Panayotov** is now social media coordinator. He studied Web design and graphics at City College of San Francisco and enjoys running, books and music. *toni_panayotov@pcworld.com*

Previously program director for AMR Research, **Sheila Brennan** joins **IDC Framingham**'s Manufacturing Insights division as program manager. A graduate of Boston's Northeastern University, she holds a B.S. in mechanical engineering and an M.S. in engineering management. Away from the office, she enjoys playing the guitar, arts and crafts and spending time with her two children. *sbrennan@idc.com*

Returning employees

After receiving an M.B.A. from the HEC School of Management in Paris, **Megan Dahlgren** returns to IDC as consulting director with **IDC EMEA**. She was previously a senior analyst with IDG Australia's Software team. She also holds a B.A. in philosophy and French from Vassar University in Poughkeepsie, N.Y., and an M.S. in multimedia from the University of Technology in Sydney, Australia. She teaches yoga at HEC and enjoys rock climbing and gourmet cooking. *mdahlgren@idc.com*

Ballmer visits IDG Vietnam event



IDG Vietnam CEO ***Tam Le*** *(left) who also serves as founder and chairman of the CEO&CIO Club, hosted Microsoft CEO Steve Ballmer at last month's event and moderated the discussion with the club's members.*

The CEO & CIO Club, an organization managed by IDG Vietnam, welcomed Microsoft CEO Steve Ballmer as a guest speaker at the Networking Luncheon and Dialogue at the Hilton Hotel in Hanoi on May 24. Ballmer spoke to the 70 members about the urgent need for highly skilled IT personnel to meet the demanding needs of the technology industry worldwide. He noted the challenges Vietnam's corporations and ministries face in building a strong IT workforce and acknowledged the significant time commitment, money and other resources needed to fulfill that goal.

One on one

continued from page 3

of these partnerships include the Strategic Marketing Services and IDG Connect groups and their products such as Amplify, Social Scout and Content Assessment Tools. Amplify, as the tagline says, gives advertisers a way to amplify their brand message by tapping into the power of social conversations. Social Scout enables customers to listen to real-time conversations across the Web and understand the nature and sentiment of the dialog. These products help fuel conversation. Content Assessment tools help educate marketers on gaps in their materials needed to move customers through the purchase process and toward premium lead conversion.

Q Speaking of conversion, what's that all about?

A Our brands have never been the least expensive kid on the block. Our story here has always been quality not commoditization, with a focus on generating premium quality leads. The 4Cs strategy helps us to articulate how we can incorporate the value of quality lead generation into a comprehensive program that will deliver sales-ready leads that have true value to our partners' sales organizations. We have launched several new programs focused on this area including our Lead Acceleration Program and Lead Scoring; please e-mail me if you would like more information.

Q How does this 4C initiative help IDG Enterprise differentiate itself in the marketplace?

A The 4Cs crystallizes a new approach to media best practices that our partners are searching for. The number of targets involved in the IT purchase process and the number of platforms marketers use to access them continues to grow — but budgets haven't — which means their jobs are more challenging. Through the 4Cs we are able to help them think about how to interact with their targets differently, for example, moving from individual tactics into nurturing engagements over multiple platforms that feed back into each other to shift awareness, perception and fill the sales pipeline.

We are the only media company that is able to articulate and execute on this strategy holistically. We are a player in all 4Cs and are continually innovating to help our customers interact with our audiences in dynamic and effective ways. This in turn creates tremendous growth potential in new areas for IDG Enterprise. We have been out talking about this approach in the marketplace for several months now and are seeing the momentum build as customers understand and implement this strategy into their efforts. Up next is a marketing push we are putting behind this concept to extend the reach of the message and help build on the momentum. Stay tuned for more information on that!

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Kimberly Schuberthan *IDC*

21

Jan-Bernd Meyer *IDG Germany*
Hans Simon *IDG Germany*

20

Julio Vial *IDC U.K.*

16

Loren Loverde *IDC*
Thomas Winter *IDG U.K.*

15

Karen Blythe *IDG Global Solutions EMEA*

14

Joan Young *IDC*
Bill Ganci *IDC*
Wolfgang Herrmann *IDG Germany*
artin Seiler *IDG Germany*
Hans Ludwig *IDG Germany*

12

Sabine Wittman *IDG Germany*
Phil Odgers *IDC U.K.*

11

Sandra Machnik *IDG Germany*
Elena Re Garbagnati *Nuov@Periodici Italia*

10

Alan Tong *IDC Malaysia*
Mary Ann Daneke *IDC*
Dorothy Merullo *IDC*
Christian Merkel *IDG Germany*
Martin Behringer *IDG Germany*
Ines Walke-Shomjakov *IDG Germany*
Katharina Friedman *IDG Germany*

9

Meghan Mizoras *IDC*
Manfred Bremmer *IDG Germany*
Rolf Roewekamp *IDG Germany*
anfred Bosl *IDG Germany*
Pia Kuesters *IDG Germany*
Tobias Weidemann *IDG Germany*

8

Stephan Vass *IDC Singapore*
Aico Turba *IDG Netherlands*
Bert Sluyter *IDG Netherlands*
Konstantin Christinakis *IDG Germany*
Andre Horn *IDG Germany*

7

Ole Evers *IDG Germany*
Moises Fuentes *IDC Mexico*

6

Cyrus Daruwala *IDC Singapore*
Julekha Khan *IDC Australia*
Erika Cox *IDC*
Ramon Llamas *IDC*
Uta Kruse *IDG Germany*
Reinaldo Roveri *IDC Brazil*

5

Lam Nguyen *IDC Vietnam*
Victor Lim *IDC Singapore*
Martine Res *IDG Netherlands*
Yasuhiro Suzuki *IDC Japan*

4

Felix Liu *IDC China*
Christine Thonhauser *IDG Germany*
Regina Bernhard *IDG Germany*
Wiltrud Eickhoff *IDG Germany*
Julieta Rodriguez *IDC Mexico*

3

Elizabeth Chan *IDC Singapore*
Simon Ellis *IDC*
Miroslaw Szyper *IDG Poland*
Akiko Takei *IDC Japan*

2

Jennifer Ha *IDC Korea*
Denise Cox *IDC*
Liwen Jin *IDC*
Matthew Iaricci *IDC*
Damian Madden *CIO UK*
Kaisa Kupila *IDC Benelux*
Kerstin Woeldering *IDG Germany*
Patrick Hagn *IDG Germany*
David Ayvar *IDC Peru*
Dean Geary *IDG Global Solutions EMEA*
Piotr Nerka *IDG Poland*
Anna Kaczorek *IDG Poland*
Andre Reichenbach *IDG Switzerland*
Mark Schroeder *IDG Switzerland*

1

Matthew Oostveen *IDC Australia*
Sissi Wang *IDC China*
Danilova Molintas *IDC Philippines*
Rincy Thomas *IDC Center for Consultancy & Research/India*
Jonathan Edwards *IDC*
Katherine Broderick *IDC*
Sam Jaffe *IDC*
Katie Black *TechWorld U.K.*
Oliver Aguilar *IDC Mexico*
Eduardo Dubin Dominguez *IDC Argentina*
Vincenzo Tarricone *Nuov@Periodici Italia*
Tomoaki Nakamura *IDC Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Race event gives CW Denmark visibility, extra revenue stream

IDG Denmark CEO ***Søren Queitsch*** *led an IDG-sponsored team.*

Some 1,000 members of Computerworld Denmark's community — employees, readers, advertisers, agencies and others connected to the brand — laced up their sneakers for a friendly but spirited road race on June 8 in Ballerup, the Danish equivalent of Silicon Valley.

The second annual Computerworld Løbet ("Race") involved company-sponsored teams of four with each person running a 2.5 km (1.5 mile) leg of the race.

"This was a great way to gain visibility for Computerworld, involve our community in a fun event and add some money to our bottom line," said Event Manager **Maibritt Moeller**. Teams paid 65 euros (US$80) to enter, and with the support of second-year sponsor KMD, CW made 85,000 euros ($105,161) on the event, an increase over last year. An additional sponsor donated prizes to the top-finishing teams.

Event Manager ***Maibritt Moeller*** *(right) briefs CW Denmark Editor-in-Chief* ***Line Orskov****; both welcomed race participants and sponsors.*

A local sporting events producer provided race numbers, batons, timing equipment, set the route, worked with the local police and other race-day logistics.

Twenty IDG employees helped out, distributing t-shirts to the runners and fruit and water at the finish. Participants enjoyed a sunny evening — especially appreciated by runners who contended with rain during last year's event — with a barbecue after the race.

Though the 2009 winners vowed they would repeat, a pension company with the largest IT department in Denmark captured the fastest time this year.

Write to m.moller@idg.dk.

WU

celebrating 10!

Name
Bob Rawson

Home
Arlington, Mass.

Joined IDG
June 1998 as a Computerworld copy editor.

Career path since joining IDG
Found a niche on the Computerworld copy desk and stayed, eventually becoming assistant copy chief. Now I'm part of the IDG Enterprise Editorial Production Services team (a.k.a. the copy desk).

Current title
Assistant managing editor/production. I copy edit, proofread and lay out Computerworld print pages, copy edit Computerworld online stories and pitch in copyediting for other publications when needed.

Most challenging part of your job
Making up grammar rules so reporters and editors think I know what I'm talking about when I suggest rewordings for sentences.

What's kept you at IDG for 10 years?
Friendly, supportive co-workers.

Best way someone could compliment you on your work
By saying that my edits made a sentence easier to read or understand.

Family
My wife, Sheila.

What ability do you wish you had that you don't have?
The ability to hit a 90-mile-an-hour fastball.

What is the last good deed you did?
Adopted an abandoned cat from a shelter. Though the cat, Boomer, probably thinks he did the good deed by agreeing to grace our home with his presence.

First job
Janitor, cleaning up a day care center in the evenings after school.

What it taught you?
That the world needs copy editors. I was astonished by the poor spelling and grammar in the signs the center's teachers put on their classroom walls.

Favorite celebrity encounter
I once got my picture taken with Dave Barry.

Favorite vacation spot
A cottage on the beach.

If you won the lottery tomorrow, you would
Call a real estate agent on Martha's Vineyard.

*IDG Chairman **Pat McGovern** (right) hosted IDG Enterprise's **Bob Rawson** at a recent dinnerin Boston to recognize his decade of service to the company.*

Retirement dreams
Yes.

Manager's profile
"Bob is a thoughtful and thorough editor, and I feel very fortunate to have worked with him for more than 10 years. He has earned the trust of editors and reporters and has saved the day for us more times than I can count. Bob has also consistently served as an advocate for our readers through his dedication to quality and clarity."

— Michele DeFilippo, senior managing editor, copy and production, IDG Enterprise

Question of the Week results

What do you think about Microsoft's new controller-less Kinect full body movement system for gaming?

I would switch gaming systems to try it	**25%**
I don't care	**75%**

Log on to www.idgcentral.com to vote on this week's question: **What was your primary lunch routine last week?**

and finally...

The *World Update* editors would like to thank the following people who assisted with this issue:

Per Andersen *IDC Nordic*
Deb Begreen *IDG Enterprise*
Ellen Daly *IDG Enterprise*
John Gallant *IDG Enterprise*
Clare Gillan *IDC*
Marci Yamaguchi Hughes *GamePro*
Simon Jary *IDG U.K.*
Bob Melk *IDG Enterprise*
Melissa Messier *IDG World Expo*
Anh Pham *IDG Vietnam*
Howard Sholkin *IDG Strategic Marketing Services*
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IDG WorldUpdate

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

12 JULY 2010
VOLUME 40, NUMBER 25

WWW.IDGCENTRAL.COM

Inside this issue

Enter IDG's 27th Employee Photo Calendar Contest *page 2*

IDG's Romanian publishing partner converts to licensee *page 2*

One on one CIO Executive Council Managing Director Rick Pastore *page 3*

CW Denmark's Kristian Hansen wins award for Best Web Journalism *page 4*

Celebrating 10 IDG News Service's Juan Carlos Perez *page 8*

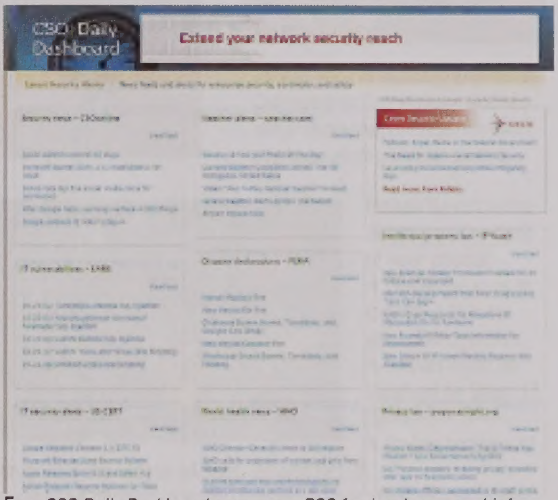
CSO Dashboard helps CSOs keep up with security threats

Next version will allow user customization in exchange for registration

CSO magazine recently drove its new CSO Daily Dashboard off the lot. The free Dashboard is an aggregation of RSS feeds relevant to chief security officers and provides them with links to quick overviews of IT news, security threats and bug alerts, as well as weather and travel news that could threaten business operations. It is available for both desktop computers (at http://dashboard.csoonline.com/) and mobile devices.

"I call it 'the poor man's operations center,'" said CSO Editor-in-chief **Derek Slater**. "It aggregates a number of feeds to provide our audience with an at-a-glance view of threats and alerts." Security professionals often pay outside services to provide such alerts, Slater said, "so we've created a free version using publicly available sources."

Besides information on threats to business continuity — software vulnerabilities, natural disasters, travel disruptions — the Dashboard also includes some data and alerts for issues of potential long-term impact on security operations, including links to Transparency.org, which lists the countries perceived as most or least corrupt, which can affect business operations overseas.



Free CSO Daily Dashboard aggregates RSS feeds relevant to chief security officers.

continued on page 5

*CSO Publisher **Bob Bragdon** adapted the idea for these sponsored dinners from a similar — though not vendor-supported — dinner he attended several years ago where senior security executives had been invited to come together in an informal environment and share information. "It struck me that this might be the type of program that we could use to leverage CSO readers' strong affinity for the CSO brand, and then introduce sponsors into the model."*

IDGE customers snap up sponsored dinners without reservation

Small gatherings, moderated discussion let vendors connect with audience

Focused conversation among a small group of like-minded peers over a good meal has proved to be a winning formula for the IDG Enterprise brands seeking to connect senior IT executives with the vendors who want to reach them. So popular, in fact, that IDGE expects to host more than 150 such dinners in FY2010.

The idea for these sponsored dinners originated with CSO Publisher **Bob Bragdon** just over two years ago and has since been replicated, with much success, by CIO initially and Computerworld and Network World more recently under the stewardship of **Ellen Daly**, senior vice president, Events, at IDGE.

Ellen Daly

Mike Garity

The format is quite simple but extremely effective, Bragdon said, noting that in FY09 (the program's first full year) CSO hosted 34 dinners and this year has already contracted to host nearly 60 dinners, "and we will likely add to that before the end of September." CIO hosted just 7 dinners in FY09 but has quickly stepped up its efforts with 35 dinners hosted in just the first half of FY10 and more than 60 expected for the year. This represents a 66% growth over sponsored dinner activity between the CIO and CSO brands. Network World and Computerworld will host 15 and 25 dinners, respectively, for FY10 in

continued on page 4

Enter the 2011 IDG Photo Calendar Contest for your shot at global fame

IDG's annual Employee Photo Calendar contest is now under way. Entries will be accepted beginning today through Friday, Sept. 17. Now in its 27th year, the calendar is your opportunity for worldwide fame and — should your entry be one of the top three vote getters — even some spending money. The calendar adorns IDG offices and cubicles around the globe. Read on to learn how you can enter your masterpieces for consideration in the 2011 calendar.

> *In addition to selecting nine photos that can be of any subject as in the past, this year's judges (that's you!) will be selecting three photos that best represent three themes of common interest around IDG these days: Community, Conversation and Inspiration.*

As usual, 12 photos will be selected from all entries received. However, this year's contest will feature a new twist. In addition to selecting nine photos that can be of any subject as in the past, this year's judges (that's you!) will be selecting three photos that best represent three themes of common interest around IDG these days: Community, Conversation and Inspiration. Note, photos entered in one of these three categories do not necessarily need to depict business subjects. Be creative! This year's cash prizes will be awarded to the top vote getter in each of these three categories.

Try your hand at depicting Inspiration, Community or Conversation and win one of three cash prizes in this year's employee photo calendar contest.

Here's what you need to do:

- You may submit up to two color or black-and-white digital images, prints or 35mm slides on any subject. Digital images must be high-resolution files of at least 240 dpi.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- If you are submitting one or more of your photos in one of our three new categories: Community, Conversation or Inspiration, please make it clear what category you would like the photo to be judged in. Please also feel free to include a brief explanation of why you feel your photo illustrates that particular theme.
- Each entry should be clearly labeled with your name, business unit, telephone, fax number and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by Sept. 17, 2010.
- Online voting will take place during the weeks of Sept. 26 and Oct. 3.
- Winners will be notified in early October. If your photo is one of the 12 selected to run in next year's calendar, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Send photos to: IDG World Update, Photo Calendar Contest, 1 Exeter Plaza, 15th floor, Boston, MA 02109 U.S.A. or world_update@idg.com. Please note: due to the number of entries, photos will not be returned.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central in late September. More information about the voting will be published in September.

Any questions may be directed to the World Update editors at world_update@idg.com. Good luck!

IDG's Romanian publishing partner becomes a licensee; all products to continue

***Mihaela Gorodcov** has worked with IDG since 1993.*

IDG's publishing partner in Romania, led by **Mihaela Gorodcov** since the relationship began in 1993, has converted to a local ownership business under Gorodcov's control. The company, Communications Publishing Group, will continue to produce all its current products under license with IDG.

"IDG has converted numerous subsidiaries and joint venture partners to 100% local ownership in recent years," said IDG International Publishing Services President & CEO **David Hill**. "Customers like dealing with a local company, the owner/entrepreneur keeps a close eye on operations, and the business flourishes."

Gorodcov began doing business with IDG in 1993, when she produced a 16-page black-and-white bi-monthly issue of Computerworld that targeted a general IT audience. The company now has12 employees, and its media brands include Computerworld, DevWorld, Network World, PC World, Press Room and the Romanian IT&C Directory. Among its events is the ROCS, Romania's largest IT&C business-to-business conference and expo, now in its 16th year.

"After a very turbulent year in Romania, the economy will start recovering, and there will be a lot of room for the IT market to grow, but there are many challenges ahead," Gorodcov said.

"Bottom line for me is that I am still part of the IDG family that I love and respect, with whom I have spent so many years and learned so much."

Communications Publishing Group is one of more than 50 publishing affiliates now doing business with IDG.

Write to mihaelag@idg.ro.

one on one the interview

Rick Pastore

The managing director of the CIO Executive Council is this week's columnist. Reach him at rpastore@cio.com.

> *"This concept [Future-State CIO], and the practical aspects of making the journey to the business strategist CIO role would be strong agenda material for CIO-related events around the world, and we'd be happy to work with event planners and editors who want to tap into this material. We have Council managers dedicated to working with IDG family members in Europe, Asia and South America."*

Q What is the Future-State CIO initiative?

A The Future-State CIO® (don't forget the little reserved symbol there, it took us two years to get that) is an effort by hundreds of CIO Executive Council members to define the future of the profession and help IT leaders prepare for and successfully meet the demands of that role. This role has only existed in the mainstream of business for roughly 25 to 30 years, and it's been continuously subject to scrutiny and subjected to predictions of demise. Last month one of our competitors postulated that the role may be subsumed into business units or become that of a manager of shared services. Council CIOs wanted to do something to influence change in the role and not just sit back and let change happen to them. The result is an emerging set of frameworks, best practice research, a how-to field guide, seminars for CIOs and senior IT leaders and resource kits. Much of that will be for Council members only (council.cio.com), though some of the resources will be shared with the public. The latest framework can be ordered by the public at https://council.cio.com/estore/.

Q What is driving the need for the Future-State CIO?

A To be a Future-State CIO means you are focused predominantly on business strategy and the external markets and customers of your organization, and you leverage IT to create innovation and competitive advantage. You are a business strategist with an IT specialty. To make time for that strategic and external focus, you spend proportionally less time focused internally on running the IT shop and delivering efficient systems and optimal business processes (though CIOs remain accountable for that). Per CIO magazine's State of the CIO survey, only 21% of CIOs in North America are this type of "business strategist" CIO. Our members believe this shift is critical for the CIO to remain viable as a C-level leader. With so many technologies commoditized, consumerized and increasingly available through cloud sourcing, the traditional CIO responsibility of technology selection, procurement and management is less and less relevant.

Q Can you tell us a little more about the Webinar happening this week?

A The global CIO of Chevron Corp., Louie Ehrlich, will be presenting our Future-State CIO Journey concept on July 15 at 12 p.m. U.S. Eastern Time. It will be a great overview of the concept from a passionate and articulate advocate (Louie is a member of the Council's advisory board [http://council.cio.com/board_of_advisors.html]. He will cover the steps needed to get to the future-state or business strategist CIO role, including what needs to happen with the IT staff, stakeholder relationships and the CIO's own leadership focus. Louie will give personal examples to illustrate these steps. I encourage anyone from IDG to join the call (register at http://cioec.com/s/90i0vl) or check out the recording later if you can't make the live event.

Q Is this a global initiative, and, if so, what related activities are taking place outside North America?

A It's definitely global; it has to be in order to be effective, since the majority of CIOs are outside the U.S. We are planning teleconferences for CIOs in Brazil, the U.K., Germany, Canada and Australia in which the country's CIO magazine publishers or country managers will present the Future-State CIO Journey concept and do a live interview with a CIO from the country about how he or she has made the role shift.

Q How would you like to partner with other CIO brands around the world to promote this initiative?

A This concept, and the practical aspects of making the journey to the business strategist CIO role would be strong agenda material for CIO-related events around the world, and we'd be happy to work with event planners and editors who want to tap into this material. We have Council managers dedicated to working with IDG family members in Europe, Asia and South America. In addition, through the Council's Global Speakers Bureau (http://council.cio.com/speakers.html), we are sourcing member CIO speakers for IDG global events to deliver the Future-State Journey message.

Q You've been with IDG for more than 22 years, most of that time working with CIOs. How have you seen the role of the CIO evolve?

A I started interviewing and writing for CIOs in 1989 at Computerworld and spent 14 years at CIO magazine U.S. before joining the Council. One generalization you can, of course, make is that the role, by and large, is less techie. But unfortunately, the role is just as hard today as it was in the late '80s, and CIOs still need each other and the content that IDG provides to help them succeed.

I actually think it's the CEO who has changed the most over my time at IDG. CEOs understand the strategic value of IT and appreciate the CIO position, I believe, much more than they did 10 or 20 years ago. Not only that, as I found when I interviewed them for CIO magazine's June 15 cover story (http://www.cio.com/article/596384/What_CEOs_Expect_from_CIOs) CEOs are willing to personally help their IT leaders succeed in that strategic mission. Hearing that made me feel great. And the CIOs who have contacted me after reading that article also seem elated. CEOs are finally on their page! WU

Sponsored dinners

continued from page 1

their first year of offering this to their clients.

"Sponsors contract to co-host a dinner for a date and city location of their choosing, subject to the availability against other activity in that region, and a moderator from the IDGE brand. In CSO's case, Bragdon, said, he serves as the moderator for most of the dinners. The other brands typically work with professional moderators, and occasionally the publishers themselves. The co-host (sponsor) provides a target list of accounts and a list of any specific guests they would like to have invited. The dinners are specifically branded as CSO/CIO/CW/NWW Magazine Executive Dinners.

"About five weeks before the event, we begin to send out e-mail invitations to potential dinner guests. Depending on the IDGE brand, we factor in a certain level of guest attrition to make sure that we deliver against the audience guarantee," Bragdon said, adding that that number varies by client, city and IDGE brand. "At CSO we typically see about 7% attrition across all cities and generally recruit five individuals for each person that actually attends."

The event itself generally begins with cocktails from 6:30 to 7 followed by dinner from 7 to 9, during which time the moderator leads the "off the record" discussion using questions worked out in advance with the sponsor.

These dinners are popular with attendees and sponsors alike because they all derive real value from them, Bragdon said. "The networking part is very important for the attendees and the sponsors are able to advance their relationships with the clients. We've had several sponsors share with us that they have been able to tie back millions of dollars of new business to opportunities begun at CSO dinners," he said, noting that sponsorship pricing for CSO's dinners typically ranges from $14,000 to $17,000 per venue.

> *"We've had several sponsors share with us that they have been able to tie back millions of dollars of new business to opportunities begun at CSO dinners."*
>
> *— Bob Bragdon, publisher, CSO*

"We look at them as a additional point of entry to reaching IDG's audien ce of influential IT executive decisionmakers,'" added **Mike Garity**, Vice President of Marketing, Events, for IDGE. "The cost of entry for our dinner programs is quite reasonable for new sponsors seeking to test drive our brands. Once they experience the quality of our delivery and the audience we can attract, they will partner with us on more and higher-end marketing initiatives."

For more information, contact Bob Bragdon at bbragdon@cxo.com or Mike Garity at mgarity@idgenterprise.com.

A sample invitation

A typical sponsored dinner brings together six to eight attendees with up to two representatives from the sponsoring organization, according to CSO Publisher **Bob Bragdon**. And while he said they always try to recruit the sponsor's target list first, "we do reserve the right to fill seats with customers of our brands or in our network."

The first invitation to potential attendees is generally sent out about five weeks prior to the event. Bragdon supplied the following as an example:

"I hope this note finds you well. I want to let you know that on Wednesday July 14 the CSO Magazine Dinner Series will be returning to downtown Los Angeles. I will be co-hosting dinner for a select group of security and IT executives to discuss risk and data management, amongst other things, and I was wondering if you'd care to join us for this "off-the-record" conversation? Just a good chance to get together over a nice dinner and chat with your peers. Currently joining us will be:

(List several confirmed attendees.)

Let me know if you're free and I'll pass along the details. We start with cocktails at 6:30 and dinner from 7-9."

CW Denmark's Kristian Hansen wins award for Best Web Journalism

Computerworld Denmark Journalist **Kristian Hansen** received the top prize at the Association of Danish Interactive Media's award ceremony on June 24, at which the organization selected the best examples of online media excellence in various categories.

Hansen won the award for Best Web Journalism, the country's most prestigious online award, for his coverage of the circumvention of Danish public procurement laws by Denmark's largest IT company, KMD, and of the close relations between KMD and high-ranking officials in Danish municipalities. His reports on the subject, close to 90 so far, have been published on Computerworld.dk since 2009.

The awards committee said, in part, "The winner has produced good, solid investigative journalism and has harnessed the opportunities of the Web to report beyond the average news articles. Users have gained insight into the investigative work itself…the long descriptions of the processes have served as important information to users, who have been able to get deeper into the matter in a way that only the Web allows. Meanwhile, the exposure of the case, including the close relationship existing between officials and KMD, has been built on information born in the forum of the media. This is a fine example of how the Web can create interaction between users and journalists."

*Computerworld Denmark Journalist **Kristian Hansen** shows off his Best Web Journalism award, which honored his story as "a fine example of how the Web can create interaction between users and journalists.*

Hansen, who joined IDG Denmark in 2006, was also one of the journalists involved in unveiling one of the biggest scandals in Danish business history in 2008 — the fall of IF Factory and CEO Stein Bagger.

"This is a fantastic win for IDG and Computerworld," said CW Denmark Editor-in-chief **Line Ørskov**. "We went up against the absolute giants in Danish publishing and came out victorious. Once again we proved that classic investigative journalism has a place not only online but also in special interest media. Kristian has previously been nominated for a number of Danish journalism awards, and I speak for the whole of IDG in Denmark when I say that it was really great to see him win. He has earned it. "

For more information contact Kristian Hansen at K.Hansen@idg.dk.

Dashboard

continued from page 1

Slater noted that this first version of the Daily Dashboard offers a static view developed in the interest of launching the Dashboard quickly. In Version 2.0, "the idea is that, by registering, users will be able to expand or contract specific feeds and rearrange them in a customized view," Slater said. "The registration piece is critical — customization is the carrot for users to help us in our database/list-building efforts." He added that there is no firm launch date yet for the second version, but he expected development work to begin in the next three months.

> *"The registration piece is critical — customization is the carrot for users to help us in our database/list-building efforts."*
>
> *— Derek Slater, editor-in-chief, CSO*

*Front row (l-r): **Jay Zheng**, principal architect; **Jason Croci,** senior Web application developer; **Gail Fogel,** associate quality assurance engineer; and **Karen Werner,** technical project manager. Back row: **Valerie D'Aquila**, Web producer; and **Presh Costales**, lead online designer. Not pictured: **Dawn Petersen**, managing producer., and Derek Slater, editor-in-chief.*

LYNN HOLMLUND

The CSO Daily Dashboard was built in-house by the Online Operations Group (OOG), which provided it with a simple back-end interface that allows Slater to add or subtract feeds and links at any time. "If I don't want to change anything, it could run as-is for years without any editorial interference. It updates itself by frequently checking the feeds for new information. But I can also improve it based on user feedback whenever I feel the need."

Slater said there were many players on the project, but singled out OOG Principle Archiect **Jay Zheng** who wrote the Dashboard code and Technical Project Manager **Karen Werner** for coordinating the project. "Also [CSO National Sales Director] **Per Melker** sold the kickoff sponsorship to Fidelis, without which the project would never have been scheduled," Slater said. (He also credited his wife Mary Ellen, a developer, for building a rapid prototype of the Dashboard, including a mobile interface, "so that people could understand what the heck I was pitching. That was critical.")

Fidelis and future sponsors get visibility not only through the site's leaderboard ad but also via a feed within the Dashboard itself. Slater said, "Sponsors have the opportunity to enhance the value of the Dashboard by providing updates and alerts themselves. The sponsor's content can be very much in sync with the overall function of the Dashboard."

Slater said there are other similar dashboards in the online world, but most of them focus only on network security issues, "as if networks don't actually touch the real world where hurricanes and robberies happen. Readers have already noted they appreciate the breadth of our dashboard."

For more information contact Derek Slater at dslater@cxo.com. WU

Coming up

IT Roadmap
A Network World event
July 14
Pennsylvania Convention Center
Philadelphia

Computerworld IT Management Summit Leveraging the Cloud to Optimize Enterprise Application & Website Delivery
July 22
Hotel Nikko
San Francisco

Financial Insights Conference
An IDC Brazil event
Aug. 17
Chacara Santo Antonio
Sao Paulo, Brazil

CIO100 Symposium and Awards
A CIO Executive Programs event
Aug. 22-24
Terranea Resort
Rancho Palos Verdes, Calif.

IDC Security Conference 2010
Aug. 24
Zurich, Switzerland

The Security Standard
A CSO Magazine event
Sept. 13-14
New York City

DEMOFall
A Network World event
Sept. 13-15
Santa Clara, Calif.

noteworthy people

New employees

Greenwald

Previously a senior editor with Wired, **Ted Greenwald** is now content director with **PCWorld**. He holds a B.A. in music composition from Brown University in Providence, R.I., and enjoys piano, guitar, hiking and camping. *tgreenwald@pcworld.com*

Janene Niblock joins **IDG Australia** as database manager charged with consolidating the Australian Reseller News e-mail and print publication databases. She was previously worked for Vodafone Hutchison Australia where she was national manager of sales systems and led a team of four system specialists that enabled the business direct and indirect channels to reach their sales targets. She holds a B.A. in psychology from the University of Texas/Austin and an M.A. in counseling from Austin's St. Edward's University. She also recently received Salesforce.com administrator and consultant certifications. In her free time she enjoys yoga, spending time with her family and cooking. "I recently mastered my chocolate ginger chew recipe," she said. *janene_niblock@idg.com.au*

Scott

Also new at **IDG Australia** is marketing and events coordinator **Joanna Scott**; she was previously marketing communications manager for Ericsson Australia. She holds a dual degree from Fachhochschule fuer Wirtschaft in Berlin and Anglia Business School in Cambridge, U.K., in European business. Away from her desk she enjoys pottery and snowboarding and teaching her two young sons German, "trying to raise them to be bilingual." *joanna_scott@idg.com.au*

IDG WORLD UPDATE

Lau

Previously a digital marketing intern with IDG, **Marina Lau** joins **Network World** as a marketing communications specialist. She earned a B.A. in professional writing from Carnegie-Mellon University in Pittsburgh, Pa., and enjoys following Boston sports, do-it-yourself projects and walking her dog. *mlau@nww.com*

Beedy

Tom Beedy is the **CIO Executive Council**'s new client relationship manager. He was previously general manager of outdoor speciality goods story Wilderness House and senior marketing manager for the Center for Business Intelligence. He holds a B.A. in administrative sciences from Colby College in Waterville, Maine, and enjoys mountain biking, fishing, hunting and hiking. "I recently added three new 4,000-ft. mountains to my hiking list — Abraham, Redington and Spaulding — all in Maine." *tbeedy@cio.com*

IDG Global Solutions' Framingham, Mass., office has hired **Matthew Mikaelian** as a sales associate. He previously worked at Framingham State College on the student help desk and as a photographer. He is also a cum laude graduate of Framingham State and holds a degree in business and information technology. In his free time he enjoys skiing and mountain biking. *matthew_mikaelian@idg.com*

IAN SHARP

Michael Kan is the **IDG News Service**'s new Beijing correspondent. He was previously a freelance journalist working in Beijing and before that worked at The Kansas City Star for more than two years. He graduated from the University of Michigan/Ann Arbor with a B.A. in history and Asian studies. His hobbies include basketball, reading, music and photography. *michael_kan@idg.com*

Irmen Gundelfinger joins **IDG Germany** as a marketing trainee. A recent graduate of the University of Passau, she holds a degree in cultural studies. In her free time she enjoys hiking, mountain biking and skiing. *igundelfinger@idgbusiness.de*

Mittler

Previously an online marketing intern, **Daniela Mittler** has been hired by **IDG Germany** as an ad management trainee. She holds an M.A. in communication management from Munich's Bavarian College of Marketing. Away from the office she enjoys traveling and dancing. *dmittler@idg.de*

Koppa

Stefan Koppa is **IDG Germany**'s new sales trainee. He was previously a marketing apprentice with Heller and Partner Communications. He studied business at the University of Munich and enjoys basketball, museum and cycling. *skoppa@idgmagazine.de*

PETER SHORT

Girard

Greg Girard joins **IDC Framingham's Retail Insights** group as program director. He was previously VP, marketing with First Insight, Inc. He earned a B.A. in philosophy from Boston College and an M.A. in urban planning from the City University of New York's Hunter College. Away from the office he enjoys cooking and golf. *ggirard@idc.com*

IT World Canada's new VP, sales and marketing is **David Spindler**. He comes from Techdata where he was director, business development and e-business. He earned a B.A. in sociology from the U.K.'s York University and enjoys motorcycles, scuba diving and soccer. He was the head coach of the women's Canadian soccer team that won the Ontario Women's Soccer League. *dspindler@itworldcanada.com*

Returning employees

LYNN HOLMLUND

Blodgett

Previously a research analyst with The Yankee Group, **Mindy Blodgett** returns to IDG as events content manager with **IDG Enterprise**. She has worked at Computerworld as a senior writer and CIO as a senior editor/special projects. She holds degrees in journalism and political science from the University of Wisconsin/Madison and enjoys reading, entertaining friends and kayaking. She recently "started to declutter my closets and learn rudimentary gardening." *mblodgett@idgenterprise.com*

Et cetera

The U.S. tech public relations community gave high marks to IDG in PRSourceCode's 2010 Top Tech Publications survey, conducted earlier this year. Network World and CIO were No. 2 and No. 4, respectively, in the Top Tech Print Trade Publication category. The IDG News Service (IDGNS) and Network World were voted Nos. 4 and 5, respectively, in the Top Tech Online Trade Publication. IDGNS U.S. Correspondent **Chris Kanaracus** ranked fourth among the among the top five individual reporters, ahead of New York Times' tech columnist David Pogue.

Kanaracus

PRSourceCode provides information on tech editorial, speaking and award opportunities for clients of tech PR professionals. In addition to providing tech publication and journalist rankings, PRSourceCode's survey asked 112 tech PR professionals about priority outlets (blogs, publications, social networking sites, etc.), how they engage different kinds of media and how they are measuring results.

A summary of the report is available at http://prsourcecode.com/2010-top-tech-pubs.

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

34
Therese Bergstrom *IDC*

24
Walter Clegg *PCWorld/Macworld*
Karin Quack *IDG Germany*

22
Caroline Craig *IDG Enterprise*
Judy Callahan *IDG Corporate Support Group*

20
Scott McLarnon *IDC*
Carin Stahl *IDG Sweden*

18
Randy Perry *IDC*
Debra Becker *IDG Enterprise*

17
an Zhou *DG Technology Venture Investment*

15
Ulla McGee *PCWorld/Macworld*
Mary Cook *IT World Canada*
Cheryl Giangregorio *IDG Strategic Marketing Services*
Lorraine Rivell *IDG Corporate Support Group*
Paul Overhiser *IDG Corporate Support Group*

13
Rosemary Hattersley *PC Advisor*
Verena Schieder *IDG Germany*

12
Kate Coldwell *PCWorld/Macworld*
Courtney Munroe *IDC*
Meredith Whalen *IDC*

11
Silvia Bassi *Now! Digital Business/Brazil*
rl Joseph II *IDC*
Theodore Samson *IDG Enterprise*

10
Susan Voelkel *Macworld*
Isa Stamp *IDG Germany*
Lauren Fitzgerald *IDC*
Aaron McPherson *IDC*
Jessica Goepfert *IDC*
Anna Toncheva *IDC*
Jacob Hoffmann-Petersen *IDG Denmark*
Linus Wolter *IDG Sweden*
Alfredo Distefano *Nuov@ Periodici Italia*
Katia Trespidi *Nuov@ Periodici Italia*
Pawel Dudzinski *IDG Poland*
Norbert Gajlewicz *IDG Poland*
Marian Prokop *IDG Enterprise*
Dorothy Malone *IDG Corporate Support Group*

9
Katy Young *IDC U.K.*
Adam Sienkiel *IDG Poland*
Ann Harris *IDG Enterprise*
Patricia Gill *IDG Corporate Support Group*

8
Bob Bragdon *IDG Enterprise*
Amy Danielowich *IDG Enterprise*
Jason Snyder *IDG Enterprise*

7
Eduardo Benassi *Now! Digital Business/Brazil*
Akemi Kimura *IDC Mexico*
Helen Palmer *IDG Global Solutions U.K.*
Hal Mentlik *IDG Enterprise*

6
Yong-Jin Jun *IDC Korea*
Sandra Tubbs *IDC*

5
Patrick Shaw *GamePro Media*
Roxanne Warrick *GamePro Media*
Tammy Gargus *PCWorld/Macworld*
Reco Li *IDC China*
Jeff Jedras *IT World Canada*
Eiji Sasahara *IDC Japan*
Lam Nguyeh *IDG Asia*
Michael Friedenberg *IDG Enterprise*
Caroline Mewing *IDG Enterprise*
Thu Huong Duong *IDG Ventures Vietnam*

4
Tae Kim *GamePro Media*
David Cannon *IDC Australia*
Ting Yang *IDC China*
Jesse Rutland *IDG Global Solutions U.K.*
Karen Mitchell-Capland *IDG Enterprise*

3
Alisha Billingsley *PCWorld/Macworld*
Justin Counts *PCWorld/Macworld*
Donald Malouf *PCWorld/Macworld*
Mike Cartwright *IDG U.K.*
Moritz Keckstein *IDG Germany*
Pavitra Jayaram *IDC Center for Consultancy and Research/India*
Dulce Enriquez *IDC Mexico*
Richard Bell *IDC U.K.*
Vanessa Borris *IDG Enterprise*

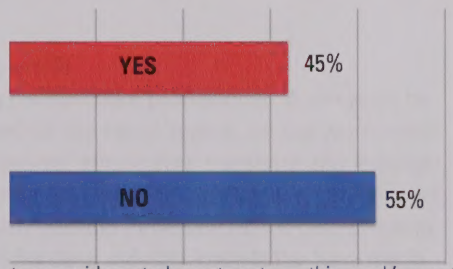
2
McKinley Noble *Macworld*
Nicholas Mediati *PCWorld*
Nicola Strobel *IDG Germany*
Eileen Ji *IDC China*
Naveen Hegde *IDC Center for Consultancy and Research/India*
Gowtham Kumar Sampath *IDC Center for Consultancy and Research/India*
Vijayan Mahendar *IDC Center for Consultancy and Research/India*
Ruth Flynn *IDC*
Mark Kitchell *IDC Benelux*
Samuel Rodrigues *IDC Brazil*
Harriet Cottam *IDC U.K.*
Joan Goodchild *IDG Enterprise*
Sean Buckley *IDG Syndication and Networks*
Teresa DeLuca *IDG Corporate Support Group*

1
Andrew Trice *PCWorld/Macworld*
Clayton Melo *Now! Digital Business/Brazil*
Wagner Alexandre Kojo *Now! Digital Business/Brazil*
Jürgen Bossmann *IDG Germany*
Andreas Geisler *IDG Germany*
Gigi Pua *IDC Malaysia*
Itishree Sukla *IDC Center for Consultancy and Research/India*
Yvonne Khoo *IDC Malaysia*
Marniyah Binti Marjuni *IDC Malaysia*
Tiffany Nekton *IDG Enterpris*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Question of the Week results for July 5

Do you Skype?



Log on to www.idgcentral.com to vote on this week's question:

Do you routinely use your mobile phone to access the Internet?

celebrating10!

Name
Juan Carlos Perez

Home
Miami, Florida

Joined IDG
September 1995, as a reporter for Computerworld's first online news team.

Career path
Latin America News Editor, IDG News Service; Assistant News Editor, IDG News Service.

Current title
Senior Editor, IDG News Service, covering the Internet beat (search, social networking, social media, e-commerce, online advertising, Web app development, enterprise collaboration Web apps) and helping out with weekday and weekend desk editing shifts.

Most challenging part of your job
Staying on top of everything going on in my beat to keep IDG competitive against everyone from the Wall Street Journal and the New York Times to specialized tech blogs.

Best part of your job
Working in a team where managers encourage and expect everyone to do their best work and where journalistic quality and integrity are top priorities.

Job perk
Working out of my house allows me to work long hours while maintaining a balance with my family life.

Latest accomplishment
In June of this year, I got a scoop from sources on a major Microsoft search engine announcement, so IDG sites had the story four days before everyone else.

Career highlight
The New York Times once credited IDG News Service in one of their stories for a major scoop I got.

I joined IDG because
A good friend had taken a job at Computerworld and told me that IDG worked like a true meritocracy, where hard work, initiative and excellence were recognized and rewarded.

What's kept you at IDG for 10 years?
I greatly value working at IDGNS, with such hard-working and bright colleagues and where journalism of the highest quality is produced every day.

Best way someone could compliment you on your work
The greatest compliment for me is to hear that my articles help readers learn something new and useful that lets them do their work better and make more informed decisions.

IDG Chairman ***Pat McGovern*** *(right) hosted IDG News Service Senior Editor* ***Juan Carlos Perez*** *at a recent dinner to recognize his decade of service to the company.*

Five people living or dead you'd invite to dinner
John Wooden, Martin Luther King, George Balanchine, Roberto Clemente, Virginia Woolf

Interests outside the office
Sports and the arts in general, religion, time-management and personal organization, and spending time with my wife and children.

First job
Arts and Entertainment feature writer at The San Juan Star in Puerto Rico.

Your idea of a perfect day alone?
In a perfect day alone, I'd be able to watch in complete peace and quiet a Celtics basketball game, a Florida Marlins baseball game, read a good book and shoot hoops in the back yard.

Favorite celebrity encounter
Florence Henderson (Carol Brady) in the lobby of a Boston hotel. I was with a colleague who is a huge fan of her, so we asked her for an autograph, and she was so gracious and nice.

What others can't tell just by looking at you
In college, I wrote about 50 scripts for a pair of popular TV sitcoms in Puerto Rico, where I was born and raised.

Manager's profile
"Juan is a consummate professional. In the years he has worked for the News Service, he has worn many hats, as reporter, editor, even translator and manager of our former Spanish-language service. His ability to continuously develop new sources, his careful eye as editor and his deep industry knowledge have made him a key member of our team and a linchpin in the evolution of the News Service as it takes on new challenges in the Internet era."

— *Marc Ferranti, executive news editor, IDG News Service*

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Bob Bragdon *CSO*
Ellen Daly *IDG Enterprise*
Mike Garity *IDG Enterprise*
Rick Pastore *CIO Executive Council*
Derek Slater *CSO*
Deb Stark *CIO Executive Council*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

26 JULY 2010
VOLUME 40, NUMBER 26

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Inside this issue

Save the date: IDG Global Product Line Meeting Oct. 10-13 in Boston page 2

IDG Netherlands christens new Amsterdam office page 2

One on one: IDG Strategic Marketing Services President Matthew Yorke page 3

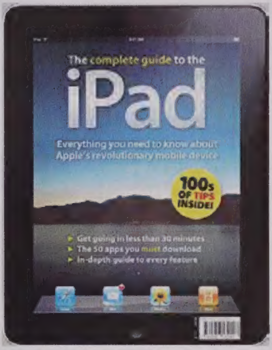
Celebrating 20! IDG Research Services' Janet King travels to Bermuda page 8

IDG U.K. first to local market with one-off iPad guide

Available in both print, digital formats, guide on track to reach sales targets

IDG U.K. had its Complete Guide to the iPad on sale two weeks before Apple released its tablet computer in the U.K. in late May. Published in both print and digital formats, the IDG U.K. team has been particularly pleased with sales of its Zinio digital version.

Put together in three weeks, the one-off 166-page "bookazine" offers graphically designed tutorials, hundreds of tips and tricks and an in-depth guide to the iPad's features. Priced at £9.99 (US$15.00) for the print version, the Guide's size and format resemble the iPad's, "giving it instant appeal on the shelf," said **Nikki Causer**, IDG U.K. group marketing manager.


The complete guide to the
iPad
Everything you need to know about Apple's revolutionary mobile device
100s OF TIPS INSIDE!
Get going in less than 30 minutes
The 50 apps you must download
In-depth guide to every feature

IDG U.K. also partnered with Zinio to sell the guide in a downloadable digital format at £5.99 ($9.00) for Macs, PCs and the iPad. The more than 3,351 digital copies sold to date have exceeded the Zinio sales target of 1,000 copies.

"It was key that we got to market before our competitors," Causer said. "Our retail strategy was to sell it for a limited time in order to keep printing costs and sales efficiencies tight and maximize the hype and intensity around the iPad." IDG U.K. printed 20,000 copies of the guide and focused its retail placement on major travel outlets in railway stations and airports to target the business community and in the larger outlets of two major U.K. supermarkets to reach a more general audience. The guide was also marketed through e-mails and newsletters across IDG U.K.'s Macworld, PC Advisor, iPod & iPhone User, Macvideo and Digital Arts brands. It is also available at major bookstores and newsagents in the U.S., Hong Kong and Australia.

IDG U.K. also partnered with Zinio to sell the guide in a downloadable digital format at £5.99 ($9.00) for Macs, PCs and the iPad (http://tinyurl.com/2ajglc2). Causer said 3,351 digital copies

continued on page 4

Password details

The user name for IDG Central has been changed from first name/last name to the employee's business unit e-mail address as it appears in the IDG Directory. Everyone listed in the online IDG Directory received an e-mail on July 20 with the new logon information and an IDG Central password.

Previous IDG Central users should be able to use the password they were using prior to the relaunch. New IDG Central users received a new password. Any employees who have not yet received a password should go to www.idgcentral.com and fill out the request form. Please report any login problems to idgcentral@idg.com.

New IDG Central platform offers more interactivity

IDG Central
Home
News
Knowledge
People
Resources
Events

IDG's global employee intranet, IDG Central (www.idgcentral.com), has been relaunched on a new platform that not only spurred a redesign but created opportunities for interactivity and mechanisms that will enable employees to work more collaboratively. The changes debuted on July 20, when the intranet, previously built on a Lotus Notes/Domino system, transitioned to the Web-based Ektron platform.

The new IDG Central, which is a work in progress, offers a number of current and planned enhancements over the previous version. Users will continue to find content from each issue of IDG World Update dating back to late 2009, with more back content being added; employee and business unit contact informa-

continued on page 5

PC Advisor first U.K. IT site OK'd to sell downloads of Microsoft programs

IDG U.K.'s PCAdvisor.co.uk this month became the first U.K. IT Web site licensed by Microsoft to host and sell full downloads and upgrades of Windows 7, Office 2010 and other Microsoft programs. PC Advisor's Software Shop (http://shop.pcadvisor.co.uk/microsoft_index.html) is one of just a few Microsoft third-party partners permitted to offer electronic software delivery (ESD) of its products.

"We're delighted to offer our 1.2 million readers a secure and speedy way to purchase flagship products from Microsoft and consider this a real coup," said PC Advisor Editor **Matt Egan**. "The fact that we can offer secure downloads of products from companies such as Microsoft, Kaspersky and Nero means that PC Advisor is truly a destination Web site for all technology fans." Software Shop users also purchase Microsoft products at a slightly reduced price.

continued on page 4

IDG Netherlands' new office sets stage for future growth

IDG Netherlands Managing Director ***Lennard Hoogenraad*** *(l) and IDG VP International Finance* ***Keith Arnot*** *at the official opening of IDG Netherlands' new Amsterdam office.*

After 19 years in Haarlem, IDG Netherlands earlier this month celebrated its return to the country's capital city of Amsterdam with several events for employees, clients, suppliers, IDG guests and customers. According to IDG Netherlands Managing Director **Lennard Hoogenraad**, the move to the brand-new building provides staff "with a great place to work and helps to project the innovative and modern image we want our customers and prospects to associate with us."

On the morning of the move, staff members arriving at the new building were treated to a catered coffee bar that served espresso, lattes and cappuccino along with specially created IDG cakes. On that Thursday, the official opening of the building took place with all staff, freelancers and invited guests gathered outside the main entrance where they received a glass of champagne and a balloon. Following brief remarks by Hoogenraad, IDG VP International Finance **Keith Arnot** cut the ribbon officially opening the new office.

"At the same moment we raised our glasses in a toast to the future and released the more than 500 balloons," Hoogenaraad said. Each balloon had a card attached to it and anyone finding a card can mail it in and receive a free six-month subscription to one of the company's magazines. One balloon was outfitted with a special "golden card," entitling the lucky finder to an iPad. "After the ceremony we went into the office for drinks and snacks and we played a video message that [IDG Chairman] **Pat McGovern** had been kind enough to record for us," Hoogenraad said.

Finally, on July 2, the company invited its top clients, suppliers and other important stakeholders to an open house and lunch attended by more than 150 people. The week ended on a high note, Hoogenraad said, "when we all watched Holland beat Brazil (2-1) at the World Cup in South Africa!" WU

New office address for IDG Netherlands

(street address)	(mailing address)
Transformatorweg 80	PO Box 20 646
1014 AK Amsterdam	1001 NP Amsterdam

Save the date: IDG Global Product Line Meeting is Oct. 10-13 in Boston

After a one-year hiatus, IDG's Global Product Line Meeting is on this year's calendar. The meeting, widely regarded as a valuable way to network with colleagues and exchange ideas, will be held in Boston Oct. 10-13, and delegates from IDG subsidiaries and license partners around the world are invited to participate.

In response to feedback from all business units, the meeting will be formatted for the exchange of real-time information and practical problem solving. Hands-on workshops on a number of topics will be offered to promote greater interaction among delegates. Topics being considered include: e-mail marketing, database growth, search engine optimization, mobile, content optimization, ad networks, paid content/reader revenue, social media, video and events.

Country managers have been asked to send delegates from their business units who can best represent their team's new products, revenue streams and ideas and who are best able to share the meeting information with colleagues upon their return. The more interactive nature of the meeting format will require active participation from all attendees.

Business units will be responsible for all employee travel and lodging costs. IDG has negotiated a reduced hotel room rate of $239 per night for participants. There will not be a room subsidy as there has been at past meetings. This rate is extended two days pre- and post-meeting, or Oct. 8 to Oct. 15. Meals covered include the following: Sunday (cocktails and hors d'oeuvres in the evening); Monday (breakfast, lunch, dinner); Tuesday (breakfast, lunch); Wednesday (breakfast, boxed lunch). Tuesday and Wednesday dinners are not covered.

A link to hotel and registration information will be available on IDG Central by the first week of August. More specific agenda details will also be forthcoming soon.

IDG country managers, if they have not already done so, should review the sample agenda that was e-mailed to them in April and respond with information about potential delegates and feedback about the agenda.

Please direct all feedback, attendee counts, inquiries and ideas to IDG International Publishing Services Finance Manager **Michele Putt** at michele_putt@idg.com. WU

Employees and guests launched 500 balloons, each of which contained a card entitling the finder to a six-month free subscription to an IDG Netherlands magazine. One lucky card could be turned in for an iPad.

one on one

the interview

Matthew Yorke
The president of IDG Strategic Marketing Services is this week's guest columnist. Reach him at matthew_yorke@idg.com.

> ***"In a social world, content becomes advertising. We create more technology content than any other company worldwide and we know how to create great tech content; it's in our DNA. Overlay social media expertise and you can have a compelling reason as to why work with IDG for social media marketing needs."***

Q What are the steps for developing an effective social marketing program?

A Many marketers feel that they can just jump in and out of social media. That's not the case, and we advocate applying the same discipline as in traditional marketing. It really starts with listening: understanding what people are saying about your brand and the language they use, how they talk about you versus your competition, etc. Where those conversations are going on and which users are driving them. From there we build a map of the social landscape, then we ask clients what are they trying to achieve, what are the key performance metrics? Then we build a plan of how we are going to interact and how we will integrate a social campaign into the more traditional marketing.

We find three general responses by marketers to social media:
1. They're terrified and not doing anything organized about it.
2. A group has been formed, there's corporate funding, education about it, and rules around use of social networks.
3. A group holds a budget dedicated to social marketing and different groups are mandated to include social media in their initiatives.

Q What role does content play in a social program?

A Social media thrives on content. In a social world, content becomes advertising. It allows you to "earn" brand engagement and trust. We use content on behalf of our clients to engage in the social networks. This is one reason why we are so bullish on IDG and other focused media companies. We create more technology content than any other company worldwide and we know how to create great tech content; it's in our DNA. Overlay social media expertise and you can have a compelling reason as to why work with IDG for social media marketing needs.

The value partly lies in the content and partly in the link. People talk of the value of passed links, which basically means using content to earn attention and getting users to then comment, retweet your link, and amplify the content and messages. Each and every comment or retweet adds value in a small way.

Another example is the great success that the Custom Solutions Group has had selling enhanced community threading services onto their custom content programs. By applying our social expertise and using the Social Scout platform to analyze conversations, we grow revenue and help drive greater success for our clients.

In a social world there are three elements to content: the content itself, which creates relevance; the links, which create authority and trust; and the social element, which is encouraging users to create, comment, and share.

Q What are the tech topics of most interest in social, and how do we use that knowledge to sell our services?

A Well, we work by topic for clients. So it depends what topics the clients are interested in and then we start building keywords that relate to that topic so we can begin the listening process. What is interesting is just how much dialog around technology goes on. In June, we discovered there was more chatter around datacenter than red wine and Paris Hilton, for example!

Q How is TechNetwork a part of social efforts for IDG?

A It's a very big part for two reasons. First, we find that roughly 50% of the sites that are actively engaged in social conversations around technology sit within the IDG TechNetwork. Second, we use their expertise in reaching out to new sites that we know are popular for certain topics and we want to reach and/or enlist the help of the most influential bloggers by topic. We work very closely with IDGTN for social media.

Q How does IDG apply its understanding of key topics and people who are most prominent on a particular topic to a marketing campaign?

A It allows us to write better/more engaging content by simply understanding the language of the users and the topics they are most interested in at a point in time. It allows us to have a social distribution strategy that goes way beyond creating content and hoping users visit our sites. It allows us to build a marketing program that engages users wherever they happen to be.

Q Where does IDG media content come into play?

A The IDG brands give us tremendous credibility and are platforms for the social programs. We normally seek to leverage the brands for authority and also for social advertising distribution.

Q How do you explain threading and what it does for programs?

continued on page 5

PC Advisor

continued from page 1

Egan

Austin

Using ESD, software is delivered to customers via Internet downloads, bypassing conventional physical media and reducing costs and waste. (A typical download takes fewer than five minutes.) Microsoft traditionally has sold the majority of its operating system software through licensed original equipment manufacturer deals. Software downloads were available only through Microsoft, so the allowing third-party vendors to do the same is a significant move on Microsoft's part, Egan said.

PC Advisor's Software Shop was launched in September 2009 as a joint venture between PC Advisor and Nexway. "We have a revenue share agreement for all sales that we generate," said IDG U.K. Group Marketing Manager **Nikki Causer.** "Nexway is a leading digital e-commerce player for software vendors, PC games publishers and e-merchants worldwide and works alongside us to create relationships with key brands that are sold through the store." Causer said talks between Nexway, PC Advisor and Microsoft have been going on for a number of months, trying to find a mutually beneficial way of working together, and "in May, Microsoft agreed to an ongoing partnership with us. PC Advisor was chosen for its high U.K. traffic and the fact that we have a long-term partnership with Nexway."

Letitia Austin, IDG U.K.'s affiliate marketing manager, and Egan work closely with Nexway and were involved in developing the Microsoft partnership. Nexway and PC Advisor created a Microsoft Corner in the Software Shop. The shop also sells a comprehensive array of software products for home and business use, as well as leisure and education, multimedia and security. Available brands include Paragon, Panda, Bullguard, AVG, Kaspersky and Sage. PC Advisor gets a percentage of all sales.

"This activity has opened up a new avenue of revenue for PC Advisor," Causer said. "PC Advisor is a trusted site, and our users have confidence in us as an e-commerce site and trust our recommendations and reviews. We already sell a host of popular branded software products, and we will be monitoring this partnership with Microsoft closely and hope to build on it with similar partners."

Causer said that sales are rising "month by month, with ongoing targeted marketing across the PC Advisor brand and IDG U.K. We expect to see the store contribute a significant percentage to PC Advisor's revenue moving forward."

Contact Matt Egan at matt_egan@idg.co.uk or Nikki Causer at nikki_causer@idg.co.uk.

iPad bookazine

continued from page 1

have been sold to date, "far exceeding" its Zinio sales target of 1,000 copies. It continues to see "steady daily sales, driving good revenue and profit," she said.

"We are delighted with the way this project — our first one-off bookazine — has gone," said Publishing Director **Mustafa Mustafa**. "We were able to react quickly, and the team got a fantastic product to market just when consumers needed it."

Causer said that after two months of sales in the U.K., the guide is now profitable, "and we are well on the way to reaching our sales targets. As far as export sales, we currently only have early [electronic point of sales] figures from Barnes & Noble where we are showing a good profit, with sales efficiencies of almost 60%." The guide will be available in the U.K. for another month and two months internationally.

"One-off specials and bookazines are definitely something we will explore in the future," Mustafa said. "They are an effective way to drive additional reader revenue. We have been particularly pleased with our digital sales, and going forward we see digital copies as an efficient way to generate revenue with minimum outlay."

> *"We have been particularly pleased with our digital sales, and going forward we see digital copies as an efficient way to generate revenue with minimum outlay."*
>
> *— Mustafa Mustafa, IDG U.K.*

IDG Netherlands translates IDG U.K. iPad guide

IDG Netherlands launched its own iPad Guide, which is a direct translation of the U.K. edition, on July 8.

A few months ago, "IDG Netherlands CEO **Lennard Hoogenraad** learned from IDG U.K. CEO **Kit Gould** that the U.K. was about to publish an iPad Guide," said **Rob Koghee**, IDG Netherlands deputy managing director. "Due to the business press and blogosphere hype around the iPad, we decided we wanted to publish our own guide as quickly as possible." The iPad went on sale in the Netherlands on July 23.

Due to the very short timeframe, translation proved the best option. "We hired a freelance editor to do the translation; we got the InDesign templates from IDG U.K.; and used our own staff for the copyediting. Therefore, no designer was needed and production time was limited," Koghee said. "We even used the same cover."

The Dutch guide costs 9.95 euros (US$13); subscribers of IDG magazines get a discount of one euro. It will be on newsstands in the Netherlands and Belgium for 10 weeks. (There is no digital version.) Koghee said the guide will be promoted through various point-of-sale promotions and ads in four or five national newspapers when the iPad is launched.

Several other IDG business units have also been talking with IDG U.K. about the iPad bookazine.

Contact Nikki Causer at nikki_causer@idg.co.uk. See the bookazine staff photo on IDG Central.

IDG Directory updates needed

The online IDG Directory, one of many resources on IDG Central, provides contact details and profile information about employees worldwide. In addition it is used for the password creation/distribution process that controls access to IDG Central, and it is used to create the mailing list for the weekly e-mail with the IDG World Update PDF and highlights from IDG Central.

Only IDG employees who are in the online IDG Directory can log in to IDG Central or receive World Update . Those people working on IDG-related products at companies who have license agreements with IDG are also eligible to be included in the IDG Directory. Many of you already are, but some may not be.

The IDG Directory is managed by staff at IDG International Publishing Services (IPS) in Boston. All directory-related correspondence should be sent [illegible] idgdirectory@idg.com.

Business unit presidents and/or office managers: if you are not sure if your staff currently provides updates for the directory, send a query to the directory editor at idgdirectory@idg.com. The editor will provide you with a spreadsheet containing the employee information currently in the directory that can be edited by the individual business units and returned for directory updating. These spreadsheets are distributed to business units on a quarterly basis.

Questions? Write to idgdirectory@idg.com.

IDG Central

continued from page 1

tion in the IDG Directory; a variety of Knowledge Centers focused on key areas of IDG business growth; an assortment of employee-written blogs; IDG logos and presentations templates on the Corporate Communications page; webcasts and videos featuring IDG executives; a Question of the Week and much more.

In addition, employees will now find a number of interactive enhancements including the ability to comment on and rate articles, bookmark favorite articles and features for future reference, the ability to personalize their directory profiles with photos and status updates letting colleagues know what they are working on; and more industry and IDG-in-the-media news on the IDG daily press summary.

In the near future, employees will have the ability to create groups – public or private – and invite colleagues to collaborate on document sharing and discussion. Currently, several such groups are being beta-tested by small groups of employees. Stayed tuned for more about how employees across IDG can form groups at the project, department, business unit, or cross-business unit levels to facilitate collaborative activity.

The staff at IDG International Publishing Services in Boston manages IDG Central. Key players include Systems Manager **Patrick Kenney**, Senior Developer and Network Manager **Donald Botts**, World Update/IDG Central editors **Penny Winn** and **Patricia Smith** and Associate Editor/West Coast **David Bromley**.

Employees will continue to receive information and instructions for using the new features available on IDG Central in the coming weeks and months.

Write to the World Update/IDG Central editors at idgcentral@idg.com. WU

One on one

continued from page 3

A Threading is where we basically engage in social discussions on behalf of a client using content to engage IT professionals and earn their attention and trust. We believe IDG is uniquely positioned to do this because of our content expertise. Working with a client, IDG will identify key topics such as virtualization or cloud computing, work with the marketer on content or comments related to that topic, and then periodically monitor appropriate blogs and sites. They're found by using Networked Insights (an IDG partner) analytics to identify the most influential or popular sites for a topic. When there's a comment that fits the parameters of the marketer's interests, comments and possibly a link to content will be inserted into the conversation b the individual assigned to the account by IDG. We have been doing this with great success with clients such as Sybase, Sprint, HP, Novell, Microsoft and IBM.

Q **Can you explain how you think social and mobile will bring us back to the print days when we had more detailed demographic information from qual cards than in recent years where we have less detail from the Web?**

A There are three driving forces that are disrupting the media landscape: social, mobile and location-based services. By applying all three in real time to marketing campaigns we will know more about our users, their interests and how they interact with their peers within their social networks. For example, if I know where you are, the type of content you are consuming within an application on your mobile device — whether an iPad or a smartphone, how you share content with your peers in a network, and how they share content with you, then I know a lot about you. This ensures that IDG provides the most relevant content, and in the consumer marketplace, location-based offers can be delivered. All of this is giving rise to real-time marketing and micro-segmentation.

Q **What are the key metrics for assessing a social campaign?**

A These are emerging but include engagement, dwell time on ad units, impressions on the content, number of comments, retweets, followers an IDG campaign attracts on Twitter, Facebook and Linkedin, and how engaged these followers are with the content. Of course, we still measure click-through rates for IDG Amplify campaigns much like traditional web programs in past years.

Q **What examples can you provide of successful programs?**

A There are many. The Microsoft Twitter program has been wildly successful, Infoboom continues to deliver, Amplify ads for Intel, Sprint, Sonicwall, HP and Dell have all beaten expectations. [To read more about the Microsoft Twitter and IBM Infoboom programs, see this interview on IDG Central.] I recently learned that Google is going to launch its own version of an IDG Amplify program so we have an 18-month headstart on Google, and we aim to stay ahead of the market. WU

noteworthy people

New employees

Charles Sacco is the new sales manager for **IDG Enterprise**'s Custom Solutions group, coming from the Yankee Group where he was a major account executive and top salesperson for the past three years. He earned a B.A. in finance from Merrimack College in North Andover, Mass. Away from the office he enjoys playing golf. *csacco@idgenterprise.com*

IDG WORLD UPDATE

Hong

PCWorld has hired **Nelson Hong** as a sales associate. A graduate of the University of California/Berkeley with a B.A. in economics, he worked at the school's Corporate and Foundation Relations division as a student assistant. In his free time he enjoys sports, music, fashion and cooking. *nhong@pcworld.com*

Senior Analyst **Christine Liebert** comes to **IDC Framingham** from iCrafterz where she was a senior product marketing manager. She holds a B.A. in political science from Lynchburg College in Lynchburg, Va., and an M.S. in telecommunications from the University of Colorado/Boulder's Electrical Engineering School. *cliebert@idc.com*

Piotrowski

Karl-Heinz Piotrowski joins **IDG Germany** as director, Strategic Marketing Services; he was previously director, Corporate Publishing with Heise Zeitschriftenverlag, Hannover. He has a degree from the University of Applied Science in Herne, Germany, and enjoys opera, travel and culture. *kpiotrowski@idgbusiness.de*

IDC Framingham has hired **Connor Sullivan** as a Client Service inquiry analyst. He was previously a marketing intern with Kadient, Inc. A graduate of Temple University in Philadelphia, he holds an M.B.A. in marketing. In his free time he enjoys cycling, rock climbing and golf. *cgsullivan@idc.com*

Ryan Halliday is also a new inquiry analyst with **IDC Framingham**, coming from Source Atlantic where he was an assistant project manager. He holds a B.A. in history from the University of Massachusetts/Amherst and is currently a master's candidate in integrated marketing communications at Boston's Emerson College. He enjoys movies and following Boston-area sports teams. *rhalliday@idc.com*

IDG WORLD UPDATE

VandenBerghe

Macworld has hired **Kate Vanden-Berghe** as a designer. She earned a B.A. in art practice and art history from the University of California/Berkeley and recently received an M.F.A. in design from the California College of the Arts in San Francisco. In her free time she enjoys painting, yoga, hiking with her dog and blogging for Bark magazine. *kvandenberghe@macworld.com*

Alex Arthur joins **IDG U.K.'s TechNetwork** division as network publisher relations manager. He spent the last two years as a freelance academic support assistant with several U.K. universities. He has a degree in international business specializing in marketing communications from Kingston Business School as well as an M.A. in Internet advertising communications from the University of Leeds. Outside the office he enjoys aikido, travel and is currently working on a documentary on youth crime. *alex_arthur@idg.co.uk*

All business units are welcome to send information about promotions, new employees, returning employee, transfers and employee awards or speaking engagements to world_update@idg.com.

For promotions, excerpts can be made from internal announcements.

IDC participates in J.P.Morgan Challenge, supports summer camp for at-risk children

IDC's weary team celebrates following their completion of the J.P.Morgan Corporate Challenge. (From left): ***Xiao-Fei Zhang****, research manager, Global Services Markets and Trends;* ***Brian Clarke****, vice president, Pricing and Leasing Evaluation Services;* ***Debbie Rosenthal****, engagement manager, Go-To-Market Services;* ***Matt Iarrici, Sr.****, account executive;* ***Susan Skowronski****, industry sales;* ***Beth Lindquist****, sales director; and* ***David Shafran****, senior account executive.*

Seven IDC employees participated in last month's J.P.Morgan Chase Corporate Challenge, which raised money for Camp Harbor View, a summer camp for children in Boston's at-risk neighborhoods. Held on the evening of June 24, the Challenge, is a 3.5-mile run/walk in downtown Boston, and this year attracted more than 12,000 runners from more than 700 companies in the Boston area.

"IDC has not fielded its own team for this race in the past couple of years, so I thought it would be a good idea to put together a team for 2010," said **Beth Lindquist**, sales director at IDC. "Fortunately, we had a number of people who wanted to run this charity event. It was a fun evening for all of us, and we hope to do it again next year!"

"The race was a great way to do something fun with coworkers outside the office and a chance to get to know each other a little better," said **Debbie Rosenthal**, engagement manager, IDC Go-To-Market Services. "We'd love to get more people involved next year; you definitely don't have to be a star athlete to do this race. We all came in at different times but met up afterward to celebrate. It was a really fun night!"

And while having fun and supporting a great cause were highlights of the evening, it should be noted that Lindquist finished the 3.5 miles in 23:55; the top runner ran it in 20:00.

For more information and to watch a video of the Boston J.P.Morgan Corporate Challenge, visit www.jpmorganchasecc.com. WU

IDG Spain cheers World Cup championship

IDG Spain employees show their national pride after the home country's victory in the recent World Cup final. "Everybody was supporting the national team with passion," said Country Manager Manager ***Manuel Pastor*** *(back row, glasses).*

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Heinz Zimmermann *IDG Germany*

27
Georg Sing *IDG Germany*

20
Bea Horvath *IDG Hungary*
Ica Rodriguez *IDG Hungary*

19
Kenneth Bäckström *IDG Sweden*
Keith Henry *IDC U.K.*

18
Ola Fors *IDG Sweden*

17
Frank Froma *IDG Netherlands*
Marie Söderqvist *IDG Sweden*

Anders Sjölander *IDG Sweden*
Lizah Aman *IDC Malaysia*

15
Christian Jahr *IDG Germany*

14
Kitty Fok *IDC Hong Kong*
Achim Schaefers *IDG Germany*
Rumi Nakano *IDC Japan*

12
Ron Glaz *IDC*
Andreas Perband *IDG Germany*
Björn Hemmingsen *IDG Denmark*
Anne Kittel *IDG Switzerland*

11
Anita Paal-Cseresznye *IDG Hungary*
Barbara Duphily *IDG*
Stéphane Krawczyk *IDC France*
Mike Hartmann *IDG Germany*
Anders Engström *IDG Sweden*
Fredrik Claesson *IDG Sweden*
Korn *IDC U.K.*

10
Lisa Stevenson *IDG Enterprise*
Deanne McIntosh *IDG Australia*
Tomoaki Sato *IDG Interactive/Japan*
Nelly Visanji *IDG Sweden*
Frida Lundh *IDG Sweden*
Colwyn Munro *IDG Global Solutions EMEA*
Jan Duffy *IDC U.K.*
Milly Xiang *IDC China*

9
Zoltán Telek *IDG Hungary*
Jakub Zurek *IDG Poland*
Joanna Kosik *IDG Poland*
Daphne Chung *IDC Singapore*

8
Judit Erdös *IDG Hungary*
David Bhulapatna *IDG Germany*
Kai Schmidt *IDG Germany*
Dirk Steiger *IDG Germany*
Verity Homewood *IDG Global Solutions EMEA*

7
Karen Haslam *Macworld U.K.*
Nancy Gershlak *IDC*
Turid Hegseth *IDG Sweden*
Hai-Wun Tan *IDC Singapore*

6
Reinaldo Sakis *IDC Brazil*
Li May Chew *IDC Singapore*
Szymon Augustyniak *IDG Poland*

5
Gábor Papp *IDG Hungary*
Rebeca Cruz *IDC Mexico*
John Rydning *IDC*
Sara Knapik *IDC*
Damian Hatcher *IDG Global Solutions EMEA*
Cornelia Brunschwiler *IDG Switzerland*
Tomoko Nakatsukasa *IDC Japan*
Ikuo Takafuji *IDC Japan*

4
David Cohen *IDG*
Maria Belen Alemany *IDC Argentina*
Sung-Hwan Hwang *IDC Korea*
Tarun Bhasin *IDC Canada*
Allan Bauer *IDG Denmark*
Kristian Hansen *IDG Denmark*
Masahiro Katayama *IDC Japan*

3
Gergely Lukács *IDG Hungary*
Szonja Odrovics *IDG Hungary*
Jakob Scheikl *IDG Germany*
Christian Regner *IDG Germany*
Heike Koehler *IDG Germany*
Adam Hassan *IDG Sweden*
Mario Lombardo *IDC U.K.*
Marek Rzewuski *IDG Poland*
Amy Chen *IDC China*

2
Tom Murphy *IDG Enterprise*
Darx Amaral *IDC Brazil*
Rogier Warnink *IDG Netherlands*
Lennard Hoogenraad *IDG Netherlands*
Arianna Ardia *IDG Netherlands*
Syed Zaidi *IDC*
Duncan Maitland *IDG Australia*
Liz Brannan *IDC U.K.*
Chris Lewis *IDC U.K.*
Naveen Barsainya *IDC Singapore*
Irene Lien *IDC Taiwan*

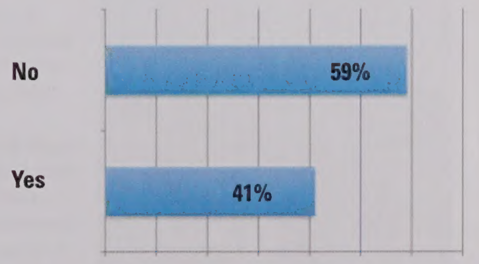
1
Máté Gyepes *IDG Hungary*
Sarah Nadeau *IDG Enterprise*
Katie Albang *IDG Enterprise*
Thamara Creazzo *IDC Brazil*
Guacira Finot *IDC Brazil*
William Petch *IT World Canada*
Tobias Veltin *IDG Germany*
Kenneth Hansen *IDG Denmark*
Katherine Laynes *IDG Global Solutions EMEA*
Subhramanyu Mishra *Center for Consultancy & Research/India*
Wan Ahmad Fahruddeen Wan Noridan *IDC Malaysia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Question of the Week results

for the week of July 19

Is Apple's offer of a free case an adequate interim "fix' for the iPhone 4's antenna issues?



Log on to www.idgcentral.com to vote on this week's question:
How often do you log into IDG Central?

IDC Japan address update

The name of the building housing IDC Japan has changed. The new building name, and current address, is:

3rd Floor Hulic-Kudan Building
1-13-5 Kudankita
Chiyoda-ku, Tokyo
102-0073, Japan

Summer reading list is ready!

A list of employee-recommended books to boost your business, career and life-balance know-how is available on the IDG Training Blog. Look under Knowledge on the IDG Central home page and click on Employee Blogs. List No. 2 will follow in a few weeks.

celebrating 20!

*Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG Research Service's **Janet King** traveled to Bermuda with her family in June.*

Title
General Manager, IDG Research Services

Joined IDG
I joined IDG in June 1989 as a PC Industry Analyst for IDG Research Services.

Career path
I spent my early years helping the various sales teams within IDG Communications understand trends in key market segments before transitioning over to a role in primary research. Currently, I am the general manager of the same group working with a terrific team of researchers specializing in marketing- and media-related research for tech marketers.

***Janet King** and her husband Andy, with daughters Grace (l) and Libby at the Crystal Caves.*

Why we picked Bermuda
My husband and I had been to Bermuda in 1995 for a three-day trip. We loved the island so much that we wanted to share it with our daughters, ages 12 and 14. Our first visit was brief so we did not have much time to explore the island. This time, we had a week to enjoy the beaches and see more of the local color. Bermuda did not disappoint!

Trip highlights
We stayed at The Pompano Beach Club on Bermuda's southwest coast in Southampton Parish. We were lucky to be on the Island for the Newport Bermuda race and enjoyed seeing many of the sailboats that competed at the conclusion of the race in Hamilton, Bermuda's capital. We even met a few teams from our home state of Maine.

The Pompano Beach Club.

One, two, three...say cheese everybody!

We took time to explore the Island visiting among other things, Bermuda's famed Crystal Caves, discovered in 1907 when two young boys were attempting to retrieve a lost ball. After descending down many stairs you are treated to a beautiful world of stalactites and stalagmites surrounding a clear lake 55 feet deep. It was quite a sight to see, leaving us in awe of the two boys who descended 140 feet into an unknown space to discover them!

We also had the opportunity to swim with dolphins at the Royal Naval Dockyard on the westernmost tip of Bermuda. This was definitely one of the highlights of our trip. Over the course of an hour we learned about and interacted with the dolphins, leaving with a new appreciation for these amazing animals.

With Bermuda's great weather and beautiful blue waters we fit in quite a bit of time just soaking up the sun relaxing on the beach or trying out the various boats for rent at the resort, including some unique motorized lounge chairs.

The resort we stayed at has the only sandbar on the island providing swimmers nearly 400 yards of calm, blue water to explore including some beautiful coral reefs.

Of course, no trip to Bermuda would be complete without a visit to Horseshoe Bay Beach — famous for its pink sand and rock formations — and we made sure to pay a visit ourselves! In all, a great week in a wonderful destination.

Visiting some of the competitors in the Newport Bermuda Race.

and finally...

The *World Update editors* would like to thank the following people who assisted with this issue:

Nikki Causer *IDG U.K.*
Matt Egan *PC Advisor*
Lennard Hoogenraad *IDG Netherlands*
Janet King *IDG Research Services*
Rob Koghee *IDG Netherlands*
Manuel Pastor *IDG Spain*
Debbie Rosenthal *IDC*
Matthew Yorke *IDG Strategic Marketing Services*

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IDG World Update

9 AUGUST 2010
VOLUME 40, NUMBER 27

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG Netherlands' customer loyalty study offers valuable data

First of its kind study among ICT buyers in Netherlands brings new revenue

What do the Dutch customers of Sogeti, Cisco, Logica, Apple and Imtech have in common? According to the first-ever customer loyalty study conducted on behalf of ICT vendors in the Netherlands, they are among the most satisfied — and loyal — ICT buyers in the country. The study ranks the top 40 vendors in terms of customer loyalty and was carried out by Computerworld Netherlands in partnership with research company MarketResponse. The results are available on a separate Computerworld 40-branded website (www.computerworldranking.nl).

The team behind the customer loyalty study and site included (from left): ***Bert Sluyter*** *(design);* ***Tom Sanders*** *(group editor-in-chief, B2B);* ***Steve Dijkerman*** *(online development);* ***Teun Beemsterboer*** *(marketing);* ***Volkert Deen*** *(deputy editor-in-chief, Computerworld.nl and CIO.nl).*

Tom Sanders, group editor-in-chief, B2B, at IDG Netherlands, said his team was looking for a way to stand out from competitors. "Competing publications have conducted image surveys that are typically presented in printed special issues, but we decided on a customer loyalty study because the results are considered more valuable and we wanted a clear differentiator from the competition.

"Customer loyalty is a proven way to predict future revenues," Sanders said. "Companies with a high degree of customer enthusiasm are more likely to grow their business than vendors who lack enthusiastic customers."

continued on page 5

Inside this issue

ASBPE Magazine of the Year honor goes to Computerworld page 2

Registration set to begin for IDG Global Product Line Meeting page 2

IDG World Expo innovates at Anime Expo page 2

One on one: PCWorld|Macworld VP/General Manager Stephan Scherzer page 3

PCWorld|Macworld creates Content Works page 4

Celebrating 10! IDC's Eric Prothero page 8

IDG Mobile Hub seeks to share product code, best practices

Employees worldwide invited to join new peer-to-peer exchange

Recognizing the growing importance of the mobile ecosystem to IDG's business, IDG Communications CEO **Bob Carrigan** has asked the team at PCWorld|Macworld to facilitate a peer-to-peer exchange platform that will enable IDG colleagues around the world to share information related to content delivery, application development, and other elements regarding mobile communications.

PCWorld|Macworld VP/General Manager **Stephan Scherzer** describes preliminary plans for the IDG Mobile Hub in the One on one column on p. 3 of this issue.

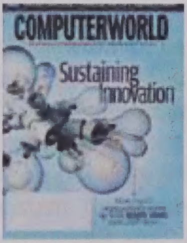
"The IDG Mobile Hub is a global support center, which will accelerate the sharing of new product ideas for the mobile web," Carrigan said. "There is a lot of experimentation and new, creative mobile product development happening around IDG. We need to share ideas, product code, and best practices to accelerate our push in mobile."

Scherzer envisions the information sharing to take several forms. The group will use the IDG Worldwide Technology Council's Knowledge Exchange as the main forum to store code, post development-related best practices and project documentation and share structured thoughts about work flow and project management. There will also be more contributors to IDG Central's Mobile Alert blog representing many facets of the mobile ecosystem (development, sales, engagement, etc.) and a monthly WebEx conference call for colleagues interested in mobile.

newsworthy in brief

ASBPE Magazine of the Year honor goes to Computerworld

Computerworld won the coveted Magazine of the Year award in the American Society of Business Publication Editors' annual competition. CW earned the top spot, besting nine other finalists, in the over $2 million in annual revenue category while Haymarket's SC Magazine, which covers IT security, won the under $2 million category.



Judges representing the B2B magazine-editing profession cited both winners for clean design, use of illustrations, easy pullout data and coverage of timely issues. The panel evaluated three consecutive issues from each entrant, examining their writing, reporting and editing; their usefulness to and interactivity with readers; editorial organization; and layout and design.

"What I love about the Magazine of the Year award is that it doesn't single out only a handful of staffers who worked on a given story," said CW Editor-in-chief **Scot Finnie**. "It's an award earned and received by the entire Computerworld team. They richly deserve it."

Computerworld also earned Magazine of the Year honors in 2004 and 2006.

For more details go to www.asbpe.org.

Registration set to begin for IDG Global Product Line Meeting

Plans are progressing for the IDG Global Product Line Meeting, to be held Oct. 10-13 in Boston. The meeting enables delegates from global subsidiaries and license partners to network and exchange ideas about many facets of IDG's business.

This year's edition will feature a new format with workshops, great ideas and reports on innovative IDG products, services and strategies around mobile, social media, databases, reader revenue, SEO, engagement and more, with a focus on revenue-producing initiatives.

Country managers have been asked to nominate staff members who they feel are most likely to benefit from attending and who can bring back ideas to share with colleagues at home.

A registration site, accessible through a link on IDG Central, will be open this week for attendees to sign up for hotel accommodations and workshop sessions.

*Contact IDG International Publishing Services Finance Manager **Michele Putt** at michele_putt@idg.com.*

IDG World Expo brings innovations to Anime Expo in Los Angeles

As the new show manager for Anime Expo, the largest anime and manga convention in North America, IDG World Expo brought a number of innovations to the 19-year-old event, which is owned by the Society for Promotion of Japanese Animation (SPJA). The convention took place July 1-4, at the Los Angeles Convention Center, a venue at which the IDG World Expo team has been producing events for almost two decades.

IDG World Expo provided all sales, marketing and operational support for Anime Expo, including housing and registration services.

WELCOME TO
ANIME EXPO 2010!

*IDG World Expo staff on the show floor: (back, l-r): **Stephen Galeotalanza**, anime fan, **Alida Roberts**, **Mary Dolaher**, **Bryan Rusciano**, **Linsy Reese**, **Amy Bonner**, **Nina Carrara**, **Carolyn Rauch**, **Tara Wislocki**. Front: anime fans.*

"We have closely monitored the tremendous growth in this market segment," said **Mary Dolaher**, IDG World Expo CEO. "Combined with our deep connections with the city of Los Angeles and its facilities, we connected with the SPJA and have now solidified a multi-year deal with them to produce Anime Expo."

Among the enhancements WEC brought to this year's event were extensive pre-show marketing programs that included street teams who distributed information at local area events; ads on public transportation; print ads, movie screening promotions, direct mail, radio campaigns and, of course, an iPhone app.

"Anime Expo 2010 was a great success, hosting tens of thousands of attendees and more than 165 exhibitors, as well as a sold-out Artist Alley, a venue for amateur and semi-professional artists to celebrate Japanese pop culture through fantastic works of art," Dolaher said. For the first time, Anime Expo featured concerts, dancing and events at the Nokia Theater, Nokia Plaza and J.W. Marriott Ballroom. This included the AX Idol Contest, Battle of the Bands and the wildly popular Masquerade, in which fans transformed themselves into their favorite anime and manga characters through creative costuming, accessories and make-up.

Los Angeles Mayor Antonio Villaraigosa visited Anime Expo 2010 and joined Michael Lattanzio, president and CEO of the non-profit SPJA, in making the announcement that Anime Expo will be in Los Angeles through 2013. Collectively, the event is expected to generate more than $100 million citywide in the next three years.

Anime, a shortened Japanese version of the word "animation," refers to animation produced and created in Japan. Manga is the Japanese equivalent of comic books. According to the Japan External Trade Organization, the anime market in the United States is valued at $4.35 billion.

*Contact IDG World Expo Brand Director **Nina Carrara** at ncarrara@idgworldexpo.com.*

the interview

one on one

Stephan Scherzer
The executive VP/general manager of PCWorld|Macworld is this week's columnist. Contact him at stephan_scherzer@pcworld.com or twitter.com.stephanscherzer

More on IDG Central

Read the full version of this column on IDG Central for more details on mobile products the PCWorld|Macworld team has already developed.

Q Is IDG planning to set up a structure to share mobile best practices around the globe?

A IDG is a pragmatic organization. We need to make sure to spend time, money and resources efficiently but also address market needs and business opportunities when they come up. So the best way to get attention is to communicate best practices and also give insight into projects which have a mediocre outcome or fail. We have a few resources in San Francisco focused on mobile product development. The idea is to help set up and organize a platform for all business units, where we can share everything relevant for the mobile ecosystem. This group of IDG mobile experts will help communicate and share relevant information for mobile. We will send out a meeting invite with relevant information to all business units shortly.

IDG Central has just been re-launched, and we will use this platform, including the Mobile Alert blog, to communicate about mobile best practices, interesting research, strategic thoughts and also make sure we cover all the angles from perspectives of business, design development, work flow, etc. We will have a couple of posts per month from multiple contributors from around the world on the Mobile Alert Blog. If you have ideas you want to share, please feel free to contact PCW|MW VP, Business Development **Ulla McGee** or IGS EMEA Director, International Sales **Christina Carstensen** so you can become a contributor. We want to make sure we see a consistent and useful flow of information from around the world.

Technology is always an important topic; we get a lot of questions and e-mails from around the globe. IDG already has a code-sharing platform. We will use the IDG Worldwide Technology Council's Knowledge Exchange as our main platform to exchange and store code, post development-related best practices and project documentation and share structured thoughts about work flow and project management. IDG Enterprise Chief Technology Officer **Ray Anderson** and his team have set up a pragmatic sharing structure. It is an established platform, and we should create more momentum around existing infrastructure. **David Lake**, PCW director, Program Management, will be the main contact for developers regarding mobile and will work closely with Ray.

We will set up a monthly WebEx conference call for everyone interested in mobile. There will be a core group with mobile experts from all interested countries and business units, but anyone interested can attend this one-hour meeting. We will make sure every meeting has an interesting agenda and send out the first invite for the August meeting shortly.

Because it's still the early days for mobile, and we already have a lot of things going on in many countries, it's the perfect time to launch the IDG Mobile Hub, which we at PCWorld|Macworld will help facilitate. It will be a peer-to-peer exchange platform that will enable IDG colleagues around the world to share information related to content delivery, application development, and other elements regarding mobile communications. Please feel free to contact me or Ulla McGee directly.

Q Can you give on example how you would share best practices?

A A lot of questions are coming in regarding apps, especially since the iPad has taken off. We launched our first iPad app, a digital replica of Macworld and PCWorld, in April. Right now we are working on our first native iPad app: the Macworld Daily Reader. It's going to be a best-of-both-worlds app. On the one hand, we do appreciate people who say I just want to see the exact same thing as the magazine on my iPad, but at the same time, we think there are people who are interested in the visual and tactile experience of the iPad and want to get more than just the magazine in electronic format. It's going to be a middle path between a magazine and the website that's very interactive, very tactile, very visual and include special features like Twitter feeds or video.

Based on this project, we are creating a "iPad app cookbook" for other IDG business units and will share the documentation and the code including the following:

- The most recent versions of all app codes.
- High-level app overview (content architecture, registration and subscription flow, high-level publisher requirements, etc.).
- A software requirements specifications document, which is the detailed description of the functionality and logic of every page type and feature of the application.
- Detailed descriptions of all deliverables expected from a business unit to make the app work (content feeds, design elements, etc.), including time estimates.
- Descriptions of all third-party contracts required for the app (font licenses, ad serving, analytics, software licenses, iTunes account set up, etc.), including cost and time estimates.
- Code walk-through (either live or recorded) by the

continued on page 5

PCWorld|Macworld's Content Works offers custom services

The 'vendor as publisher' model is gaining popularity among marketers that want to connect directly with their customers via their Web sites, direct marketing, customer relationship marketing and lead generation programs. However, many vendors and marketers lack the skills and resources to become content providers themselves, creating an opportunity for IDG. In June, IDG Strategic Marketing Services launched Strategic Content Services (see IDG World Update, June 14, 2010) to offer custom content services to clients.

In response to demand from its clients, PCWorld and Macworld last month announced a new division, PCWorld|Macworld Content Works, charged with designing, producing and distributing custom content.

Content Works provides editorial and marketing products aimed at technology consumers and small business buyers. Offerings will cover a range of formats and distribution channels. Content Works distributes these products through PCWorld|Macworld's digital and print properties, other IDG properties, vendors' websites, events, vendor marketing programs and syndication to third-party sites.

Ted Greenwald, previously senior editor at Wired, recently joined Content Works as content director. "Vendors are eager to take advantage of new channels, especially online, that allow them to act as publishers in their own right, bypassing the traditional press by delivering their messages directly to potential customers," he said. Traditionally, the press has served as an intermediary between businesses and potential customers, he continued. "But when businesses can attract readers to, say, a blog written by their engineering staff, they communicate with potential customers directly. In the best case, they can deliver information that's at least equally useful to that offered by the press. That's a beneficial arrangement for both vendors and audience."

Serving clients' needs

Greenwald said that Content Work exists "to serve the client's need to engage potential customers. However, we can't accomplish that goal without creating value for the audience. So, in essence, we serve marketers by serving consumers."

In the traditional magazine model, Greenwald continued, editors serve readers, not marketers. "If they do that job well enough, marketers will want to get into the party. Content Works is different because the marketer is in charge. To reach an audience, though, you've got to deliver something of value, otherwise no one will pay attention."

Content Works' challenge, according to Greenwald, is to come up with content strategies that deliver value to both marketers and the audiences they want to reach. "Take the 'Inside :60' video series we recently made for Dell. These one-minute clips feature Dell product managers talking about the latest models. It's more like a magazine Q&A than a commercial, but it gives Dell a podium that no conventional journalist would offer. At the same time, it provides the audience with an unfiltered view of the company's representatives — their knowledge, enthusiasm, personal style — that can help audience members evaluate the company and its products."

Content Works
A division of PCWorld | Macworld

According to Greenwald, Content Works leverages PCWorld|Macworld's publishing expertise to meet this growing client demand and build "a vital new revenue stream for IDG." He said the key to success will be understanding clients' businesses, listening carefully to their needs, addressing those needs via creative concepts that capture attention and spur engagement and delivering "a product that's even more compelling than the client imagined" in all media formats and across all distribution platforms.

Clients on board

Before Content Works was officially launched last month, PCWorld|Macworld had already completed custom content projects for clients including Amazon, AMD, Cisco, Samsung, and Toshiba, according to Greenwald. He added that the PCWorld|Macworld sales teams has been fielding requests for everything from white papers to Facebook fan pages.

Content Works' management team includes Kisseberth, PCWorld|Macworld VP, Sales and Marketing **Stacey Levy**, Senior Director, Program Development **Brian Buizer**, Marketing Manager **Jim Hopkins** and Greenwald. "I'll be drawing on the entire sales and project development teams, as well as designers, developers, researchers and others throughout the business unit." Greenwald said.

Content Works gives PCWorld|Macworld a way to expand its relationship with advertisers beyond selling impressions, Greenwald said. "It opens the door to a host of other ways we can help them move their business forward."

Contact ted_greenwald@pcworld.com.

Content Works to offer "just about anything"

"We're ready to serve any vendor with a story to tell or a market to address," said **Ted Greenwald**, content director of Content Works. "We have the capability to produce just about anything — websites, monthly magazines, video series, social media presence, interactive games, live events — as well as integrated packages that pull together all of the above into a coordinated program."

No PCWorld or Macworld editors will be writing or creating custom content, which will be done by freelance editors and writers. "The credibility of PCWorld|Macworld is the company's most valuable asset, and I'm committed to maintaining it — and enhancing it, if possible," Greenwald said. "I'll be drawing on the editors' knowledge and expertise, but for the most part I'll utilize my own network of freelancers."

PCW|MW gives users better live-blogging platform

PCWorld|Macworld's response to readers' requests for a better liveblogging platform has also brought the publications substantial benefits.

For details, read "PCWorld, Macworld offer new liveblogging platform" in the News section of www.idgcentral.com. (Remember, with the new version of IDG's intranet, your IDG e-mail address serves as your IDG Central user name.)

CW Netherlands

continued from page 1

Sanders said his group had originally planned to present its results in a special printed issue, however, clients early on asked for a different direction. They were asking for more insight into how their companies performed in the survey and help in gaining a better understanding of the enthusiasm of their customers. Second, they saw more value in new media offerings, a request Sanders said they answered by introducing a video talk show on customer loyalty.

COMPUTERWORLD 40
GRAYDON

Beyond the home page (pictured), the site contains profile pages for each company listed where visitors can leave comments regarding their experiences with a particular vendor.

Computerworld Netherlands is monetizing the survey through sponsor packages. Sponsors receive a custom research report benchmarking their organization against both individual competitors and the overall ICT industry. Second, they are invited to participate in a video talk show on customer loyalty that will be published online. The talk show is scheduled to be recorded early this month, Sanders said. The sales team is still calling prospects, but "we expect six to 10 vendors to participate," he said.

The survey results have value for two groups, according to Sanders: marketing and sales managers within IT vendor companies who are looking for new ways to improve their customer loyalty and ICT managers looking to benchmark their organization against those of their peers and understand why they are more or less enthusiastic about their suppliers.

The study was conducted via e-mail using the IDG Netherlands customer database. MarketResponse designed the questionnaire, which contained 14 multiple choice questions and seven open response questions and took about 10 minutes to compete. A total of 136,141 surveys were sent out, 7,396 were opened, and 1,199 qualified and completed surveys were returned.

The site lists the top-scoring vendors in the overall ICT sector as well as the top scorers in various subcategories including consultancy and outsourcing, enterprise applications, client software and hardware, networking and telecom, development, datacenter, storage, security and business intelligence. In addition, the site contains profile pages for each company listed where visitors can leave comments regarding their experiences with a particular vendor. MarketResponse wrote a 30-page document summarizing the study's results and created an infographic that provides a high level overview of the study results. The 30-page summary can be downloaded in PDF format.

Contact Tom Sanders at tsanders@idg.nl. WU

One on one

continued from page 3

development firm.

- Slideshow and/or webinar on best practices for marketing your app

- Contact information at PCWorld|Macworld for technical/business development/marketing related questions

Q **Will the new mobile group essentially serve as a laboratory?**

A What we've learned when we had to go from print to online is that we don't just put the magazine online. Online has different user requirements, different user needs. There are different functionalities you can take advantage of. We've taken that learning and are now applying it to mobile devices. So again it's not, "Let's just put the magazine on the iPad." We really need to make sure it's unique to the device that people are using and that we take advantage of its unique features.

For us, the idea behind the iPad is fascinating. Other platforms will follow and maybe even take it to the next level. It's very important to play with the device; it has nothing to do with just being an Apple geek. But we will learn a lot about new opportunities to open another channel for our business. Don't get me wrong: it really takes a lot of work to create mobile apps and come up with a strategy. It's almost like creating a new website if you want to do it right. Even though we're outsourcing the actual coding, it still requires a lot of work from our design and editorial teams.

Companies like Apple, Amazon or even Zinio try hard to control everything, and we need to be aware of it. But sitting on the sideline is not the game we want to play. It makes quite a lot of sense to have a business like Macworld do the heavy lifting and then have the other business units take advantage of what we learned. We have a lot of brands and business units around the world with great teams and cool ideas. We all need to share and learn from each other as much as possible — and quickly. Let's try it! WU

noteworthy people

New employees

Sales Associate **Lynn Van** comes to **Network World**'s San Francisco office from a similar role at The Atlantic magazine. She has a degree in advertising and public relations from Grand Valley State University in Allendale, Mich., and enjoys cooling, taking dance classes and going to open mic comedy nights. *lvan@nww.com*

Martinelli

IDG WORLD UPDATE

Lauren Martinelli is **PCWorld**'s new advertising operations coordinator, coming from Maxim magazine where she was an advertising assistant. A graduate of San Francisco State University, she holds a B.A. in journalism with a minor in criminal justice. Away from the office, she enjoys reading, running and spending time with family and friends. *lmartinelli@pcworld.com*

Khanifah

IDC Indonesia has hired **Amira Nur Khanifah** as an associate market analyst with the Peripherals group. She has three years of research industry experience, working with The Nielsen Company, Indonesia's media research division as a client service executive. She earned a degree in economics from the University of Indonesia, majoring in monetary economics, and enjoys movies and reading novels. *nkamira@idc.com*

Tate

IDC Singapore's new business development manager, Sales is **Julian Tate**. He was most recently with the Corporate Executive Board and has nine years of business development, sales and account management experience. He graduated from Thunderbird School of Global Management in the U.S. with an M.B.A. in international management; he also holds a degree in business administration from Curtin University of Technology in Perth, Australia. In his free time, he likes traveling, snowboarding, dragon boat racing and indoor soccer. *jtate@idc.com*

Lai

Also new at **IDC Singapore** is Human Resources Associate **Jerene Lai.** Prior to joining IDC, she worked as an administrative executive at Daimler Southeast Asia Pte. Ltd. She holds a degree in business management, specializing in human resources management, from Australia's Royal Melbourne Institute of Technology. In her free time, she enjoys shopping and catching up with her friends. *jlai@idc.com*

Choudhary

Research Manager, Consulting **Siddharth Choudhary** comes to **IDC Singapore** from Frost & Sullivan's Automation and Electronics team, where he consulted various regional business heads from the Automation and Semiconductor Vendor community, with the objective of helping them address their business objectives in Asia Pacific. He holds an honors bachelor's degree in business and management from the Bradford (U.K.) School of Management. Away from the office he enjoys music, sitcoms, movies and the occasional game of tennis or football. *schoudhary@idc.com*

Cheung

IDC Hong Kong has hired **Peggy Cheung** as an associate market analyst, Computing Systems. She has four years of market research experience including work on global media projects involving the Middle East, Latin American and South Africa. A graduate of Chinese University in Hong Kong, she holds a B.S. in statistics and an M.A. in philosophy. In her free time she enjoys photography. *pcheung@idc.com*

Muthiah

Arunachalam Muthiah is **IDC New Zealand**'s new market analyst with the Computing Systems team, responsible for research and tracking of the NZ Hardware and Peripherals markets. He previously worked for Flextronics and Frost & Sullivan and holds an M.B.A. from the U.K.'s Nottingham Trent University and a degree in mechanical engineering from PSG College of Technology in Coimbatore, India. During his free time, he enjoys playing tennis, swimming and reading self-improvement books and autobiographies. *amuthiah@idc.com*

Hooi

Serine Hooi is **IDC Malaysia**'s new senior market analyst, Computing Systems, leading the Asia Pacific Quarterly PC Monitor Tracker. She was previously a sales compensation measurement analyst with Hewlett-Packard Malaysia where she was involved in preparing monthly sales commission reports, tracking and analyzing sales performance, and yearly quota deployment activities. She holds a degree in business administration from the U.K.'s University of East London and enjoys reading and shopping. *shooi@idc.com*

Huang

Previously based in Hong Kong as an analyst with Ovum Asia-Pacific, **Sherrie Huang** joins **IDC Singapore** as a Telecommunications research manager. She earned a B.A. in electrical engineering from China's Xiamen University and an M.S. in computer science from Singapore's National University. Away from her desk she enjoys travel, movies, swimming and roller skating. *shuang@idc.com*

Zhang

IDC Singapore's new market analyst, Software is **Chris Zhang**. She will be responsible for managing the software research tracker processes. Prior to joining IDC, she was functional consultant with Oracle Corp.'s Enterprise Resource Planning (Financials) division. She holds an honors degree in business from Singapore's Nanyang Technology University with a double specialization in IT and marketing. In her free time, she enjoys reading, meeting new people and backpacking. *cmyzhang@idc.com*

New at **IDC New Zealand** is Events and Administration Coordinator **Thibah Irving**, who will coordinate with key sponsors and speakers, vendors and suppliers to ensure that all IDC New Zealand events run smoothly. She was previously an event coordinator for Health Network Communications Limited in London. A graduate of Australia's University of Western Sydney, she holds a B.A. in journalism. Away from the office, she enjoys spending quality time with her family. *tirving@idc.com*

Ibrahim

Account Manager, Sales **Hasry Zai Ibrahim** comes to **IDC Malaysia** from his role as senior sales executive at Free Alliance Sdn Bhd where he was responsible for sales of active RFID platforms and solutions. He holds a degree in business administration from Malaysia's International Islamic University and enjoys movies, football and bowling. He is also an avid fan of Japanese comics and animation. *hibrahim@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Mary Fanning *IDG Enterprise*

24
David Hill *IDG International Publishing Services*
David Bromley *IDG World Update*
Chris Cuoco *IDG Enterprise*

21
Heinrich Vaske *IDG Germany*

17
Michele Peoples *IDG Research Services*

16
Håkan Ogelid *IDG Sweden*

15
Stefan Bohlin *IDG Sweden*

14
Sandra Ng *IDC Singapore*
Junya Onuma *IDG Interactive/Japan*
Joel Åsblom *IDG Sweden*
Maria Koprowska *IDG Poland*
Brian Kukowski *IDG*
Andrea D'Amato *Network World*

13
Jan Öhlund *IDG Sweden*
Bing Zheng *IDG Asia*

12
Alain Petrissans *IDC France*
Michele Putt *IDG International Publishing Services*

11
Laurie Butson *IDG*
Peer Rene Nordlund Jensen *IDG Denmark*
Kouichi Hamada *IDG Japan*
Sandy Weill *Computerworld*

10
Markus Pilzweger *IDG Germany*
Petr Vopalecky *IDG Czech*

9
Leslie Short *IDC*
Edyta Mroz *IDG Poland*

8
Edgar Fierro *IDC Mexico*
Masako Ito *IDG Interactive/Japan*
John Amato *Computerworld*
Alexa Wriggins *PCWorld*

7
Per-Arne Sandegren *IDC Sweden*
Graeme Muller *IDC Australia*

6
Sarah Santos *IDG*
Marie Hemberg *IDG Sweden*
Sarah Santos *IDG*
Hoang Nguyen *IDG Ventures Vietnam*

5
Roberta Powell *IDG Connect*
Kathleen Hobin *IDG*

4
Gerson Sakurai *Now! Digital Business*
Charlotte Jacobsen *IDG Denmark*
Marcus Jerräng *IDG Sweden*
Joel Westerholm *IDG Sweden*
Cindy Wagner *CXO Media*
Judith Brown *IDG Connect*
Bethany Whiffin *IDG Enterprise*
Wayne Yii *IDG Enterprise*

3
Gerald Wang *IDC Singapore*
Fredrik Roos *IDG Sweden*
Konrad Karczewski *IDG Poland*
Agata Pielech *IDG Poland*
Rob Burbach *IDC Canada*
Andrew Alpert *IDG World Expo*
Jacklyn Vella *IDG World Expo*

2
Katharina Nickl *IDG Germany*
Gary Lo *IDC Taiwan*
Tom Fang *IDC China*
Ashwin Ananthakrishana *IDC Center for Consultancy and Research/India*
Matthew Smith *IDG Connect Europe*
Kory Salsbury *IDG Corporate Support Group*
Christina Tashjian *IDG Enterprise*
Michael Latchford *IDG Global Solutions*
Chris Holt *Macworld*
Ginny Mies *PCWorld*

1
Maggie Wang *IDC China*
Jun Fwu Chin *IDC Malaysia*
Jaime The *IDC Malaysia*
Natalie Liew *IDC Malaysia*
Roshan Gonsalkore *IDG U.K.*
Wojciech Koltas *IT World Canada*
Claus Hvidkjær *IDG Denmark*
Kathryn Cave *IDG Connect Europe*
Quang-Tue Nguyen *IDC Canada*
Jeff Gallagher *Computerworld*
Alle Perry *IDG Enterprise*
Joshua Grossberg *IDG Global Solutions*
Deidre Bodkin *IDG Strategic Marketing Services*
James Simon *IDG Syndication and Networks*
Matt Ansoorian *GamePro*

Any business unit may send the appropriate information to world_update@idg.com.

new on IDG Central

2010 IDG Summer Reading List, Part 2

Check the IDG Training Blog on IDG Central for employee-suggested books on business, management, innovation, work/life balance and other topics. Here's a sample of what's listed:

Innovation
Outliers by Malcolm Gladwell
Making Ideas Happen: Overcoming the Obstacles between Vision and Reality by Scott Belsky

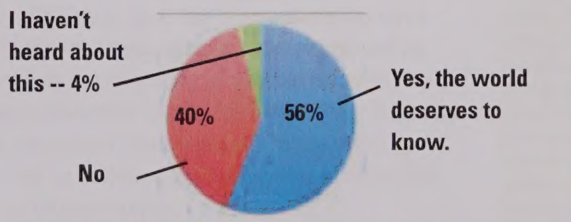
Motivation
Smarts: Are We Hardwired for Success by Chuck Martin

Technology
Cognitive Surplus: Creativity and Generosity in a Connected Age by Clark Shirky

Business
Profits You Can Trust by David Sherman, David Young and Harris Collingwood
Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions by Dan Ariely

Question of the Week results for Aug. 2

Do you agree with WikiLeaks' decision to release 92,000 documents related to the Afghanistan War?



Log on to www.idgcentral.com to vote on this week's question:
What effect will the decision by the UAE and Saudi Arabia to ban BlackBerry services have on the smartphone's manufacturer, RIM, in the near term?

celebrating 10!

Name
Eric Prothero

Home
Weston, Fla.

Joined IDC
January 1993, senior analyst, Latin America Research

Career path
Senior Analyst, Latin America Research
Manager, Latin America Research
Director, Latin America Research and Consulting
VP, Latin America Operations
Group VP, Latin America
Senior VP, Worldwide Tracker Research and Latin America

Current title
Senior VP, Worldwide Tracker Research and Latin America

I currently have two roles (and two managers!) at IDC. Reporting to **Philippe de Marcillac**, I manage IDC's operations in the Latin America region, assuring we reach our ongoing profit targets. In addition, and reporting to **Vernon Turner**, I manage IDC's Worldwide Tracker business unit where I focus on growing the Tracker business while improving the data quality and consistency of our global portfolio.

Most challenging part of your job
In my Worldwide Tracker role, working with people who don't report to me and often have different priorities than I do and coming up with solutions that will help us, together, drive forward global initiatives for IDC.

Best part of your job
Without a doubt, working with truly great and talented people who are committed to doing their best at IDC.

Job perk
Upgrades to business class due to my Executive Platinum level on American Airlines.

I joined IDC because
My girlfriend at the time (my wife today) was from Brazil, and I wanted a job that would get me to Latin America.

What's kept you at IDC for 10 years?
There is always another challenge, something that needs to be improved, and ideas about how to get there.

*IDC's **Eric Prothero** joins IDG Chairman **Pat McGovern** for dinner in honor of his 10 years of service to the company.*

One thing you've learned during your tenure at IDC
I'll give two: 1. Don't underestimate how important it is to over-communicate during the tough times; and 2. Make sure your employees realize how what they do fits into the bigger picture of what we are trying to accomplish.

Interests outside the office
I love traveling with my wife, Suely, and my two boys (Richard, 10, and Nicolas, 7) and seeing new places together.

What accomplishment at work are you most proud of?
Creating an outstanding leadership council of managers in Latin America who are very collaborative and supportive of each other's successes while fully committed to achieving the team objectives.

What others can't tell just by looking at me
Twenty-three years ago I was given the opportunity to attend the Lakota Sioux Sun Dance as the only outsider at that sacred ceremony.

Manager's profile
"Eric is an IDC star. Over the many years we have worked together I have always been impressed by his commitment and vision, as well as his ability to hire great performers. Under his leadership, IDC Latin America has grown from strength to strength, and I can see that he is taking on his new responsibilities with equal determination."

— Philippe de Marcillac, IDC executive vice president, International Business Units

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Scot Finnie *Computerworld*
Ted Greenwald *PCW/MW*
Cindy Hart *IDG World Expo*
Tom Sanders *IDG Netherlands*
Stephan Scherzer *PCWorld/Macworld*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

23 AUGUST 2010
VOLUME 40, NUMBER 28

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

ARN extends breakfast briefing with multimedia e-books

BUSINESS ENABLERS
Virtualisation
LOOKING TOWARDS THE CLOUD
Microsoft
Because it's everybody's business

ARN created three e-books for Microsoft as part of its sponsorship. The books were delivered to attendees one a time every two weeks following the briefing and according to ***Janice Tong****, group advertising manager, the open rates were "fantastic" against spend: "two of the three e-books had open rates of over 90%."*

IDG Australia's Australian Reseller News (ARN) recently held a Selling For Success breakfast briefing, with a first-time sponsorship by Microsoft. As a follow-on, the 50 attendees received three e-books that were delivered every two weeks after the morning session that included ARN-produced partner videos and slideshows, case studies, and special reports written by Microsoft.

Attendees — a mix of current and potential Microsoft tier-one partners, largely national sales representatives or senior sales managers — were looking to "further their understanding of sales solutions across three industry pillars – unified communications/collaboration, virtualization/cloud and business intelligence," said **Janice Tong**, ARN group advertising manager. "They were also looking at how the industry has bounced back after the global financial crisis and the sales strategies that need to be implemented in this climate."

The event had two keynote speakers. Microsoft Partner Director George Stavrakakis spoke on the key business values of simplicity, efficiency and agility as well as his company's sales solutions with an emphasis on cloud computing. "It was very important for resellers to have direct face time with him," Tong said. The second speaker was Moheb Moses, director of Channel Dynamics, a company that specializes in channel sales strategies. Moses discussed driving sales to cautious, risk-averse customers and how to better articulate the business value of any solution. The morning ended with a brief Q&A session.

Tong said Microsoft had a variety of reasons for sponsoring the ARN briefing, including the following:

- Educating its current key partners at an event that allowed direct, face-to-face contact
- Helping potential partners understand Microsoft's solutions while obtaining lead generation data
- Providing its partners with tools and skills while not pushing any particular Microsoft product
- Following up with the e-book series, which kept Microsoft in the forefront as channel partner.

continued on page 4

Webwereld hacking contest proves popular with users

More than 500 new names added to database during three-week contest

When IDG Netherlands Webwereld staff launched a contest for its readers earlier this summer, its goals were relatively modest: provide a fun way to engage with a subset of its 600,000 monthly visitors while increasing security awareness and adding 100 new names to its database. But the contest, which played out over a three-week period, proved so popular that Webwereld added more than 500 new names to its database and now says it plans more such competitions.

According to Webwereld Reporter **Loek Essers**, who came up with the idea for the contest, the feedback has been overwhelmingly positive. "People really liked the challenge. They told us it was a real cool thing to do and a lot of them said they learned a lot by competing," Essers said.

Webwereld Reporter ***Loek Essers*** *came up with the idea for the hacker contest.*

"We had several hundred Tweets on the competition, and it was also broadly discussed on computer enthusiast forums outside of Webwereld," noted **Tom Sanders**, group editor-in-chief, B2B. "Google finds over 1,000 pages outside our domains where the competition is discussed. My favorite comment came from a person on Twitter who said that he hadn't been planning to take his laptop computer with him on vacation, but that he was reconsidering because he didn't want to miss the next stage of the competition."

The contest cost nothing to create thanks to a barter arrangement with partner Certified Secure, a local provider of security training for IT professionals, which was mentioned as Webwereld's partner on the competition's page and in all marketing materials created to promote the competition. The contest challenged players

continued on page 5

Inside this issue

IDG Netherlands, IDG Czech supply content for UPC Broadband *page 2*

Get your entries in for the 2011 Employee Photo Calendar Contest *page 2*

IDC Brazil hosts conference on IT in government *page 2*

One on one: IDC's Meredith Whalen *page 3*

Unsung Hero: IDG Central Services Facilities Manager Paul Shinhira *page 6*

Celebrating 10: IDG Enterprise's Pauline Boyle *page 8*

newsworthy in brief

IDG Netherlands, IDG Czech supply IT content for UPC Broadband

IDG Netherlands' partnership with a major telecommunications company has not only brought in revenue for the Amsterdam business unit, but it's led to a new revenue stream at IDG Czech as well.

UPC Broadband, a pan-European company founded in the Netherlands, serves several European countries with bundled cable television, Internet and telephone services. Last year the company was looking to enhance its Dutch portal site and sought a partner to provide content for its computer and Internet news section. At the time, IDG Netherlands had an agreement providing similar services to UPC's competitor, Ziggo, but after a negotiating a better deal IDG signed on as UPC's partner last December.

IDG Netherlands provides UPC with a Monday to Friday minimum of: two news articles per day, one tip a day and one download a day. It also provides a mini-course at least twice a week in the form of a text-based how-to article that includes pictures or screenshots on various hardware or software topics such as how to enhance photos or install a new hard drive.

A few months ago, looking to improve its portals in other countries, UPS officials contacted IDG Netherlands for a referral in the Czech Republic and connected with IDG Czech Managing Director **Jana Pelikanova**. Today, IDG Czech has a similar one-year arrangement with UPC in terms of content and revenue; UPC pays each a start-up fee of 800 euros and a monthly fee of 750 euros.

"For us, as a small country, it is really good to be part of the IDG family where we are getting help from our colleagues worldwide," said IDG Czech Online Manager **Ousmane Keita**. He noted that the IDG Czech copyright and PCworld.cz logo are displayed at the bottom of each article, "so we can communicate our brand to the target audience and generate some back-links as well."

In addition to the revenue gains, "our website is promoted as an authority throughout a big audience," said IDG Netherlands Sales Director **Patrick Vernack**. "The potential reach of the Web portal of UPC is huge for Dutch standards, with a client base of two million, which represents 35% of Dutch households."

View the content areas at http://www.upc.nl/upclive/computernieuws and http://www.upc.cz/zabava/pocitace.

Write to pvernack@idg.nl or ousmane_keita@idg.cz.

IDC Brazil's Government Insights hosts conference

intel
cisco
Patrocinio Bronze
ESCALA
Sinfor
APLTIC
Media Partners
Decision
metaAnáli

In anticipation of a busy electoral season ahead for Brazil, with citizens casting votes for state government officials, deputies and the country's president, IDC Brazil's Government Insights group held a conference earlier this year on IT and telecommunications issues in the Brazilian government. Microsoft CEO Steve Ballmer delivered the keynote address. Above, IDC Brazil Country Manager ***Mauro Peres*** *addresses attendees.*

Get your entries in for the 2011 IDG Employee Photo Calendar Contest

Whether you're taking a trip down Memory Lane and looking through your photo files or getting ready to add to them with a weekend trip to someplace scenic, consider contributing one – or two! – of your photos to IDG's annual Employee Photo Calendar contest, now under way. But the timer is ticking!

Entries will be accepted through Friday, Sept. 17. Now in its 27th year, the calendar is your opportunity for worldwide fame and — should your entry be one of the top three vote getters — even some spending money. The calendar adorns IDG offices and cubicles around the globe. Read on to learn how you can enter your masterpieces for consideration in the 2011 calendar.

2010
Employee Calendar
IDG
INTERNATIONAL DATA GROUP

As usual 12 photos will be selected from all entries received. However, this year's contest will feature a new twist. In addition to selecting nine photos that can be of any subject as in the past, this year's judges (that's you!) will be selecting three photos that best represent three themes of common interest around IDG these days: Community, Conversation and Inspiration. Note, photos entered in one of these three categories do not necessarily need to depict business subjects. Be creative! This year's cash prizes will be awarded to the top vote getter in each of these three categories.

Here's what you need to do:

- You may submit up to two color or black-and-white digital images, prints or 35mm slides on any subject. Digital images must be high-resolution files of at least 240 dpi. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- If you are submitting one or more of your photos in one of our three new categories: Community, Conversation or Inspiration, please make it clear what category you would like the photo to be judged in. Please also feel free to include a very brief explanation of why you feel your photo illustrates that particular theme.
- Each entry should be clearly labeled with your name, business unit, telephone, fax number and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by Sept. 17, 2010.
- Online voting will take place during the weeks of Sept. 26 and Oct. 3.
- Winners will be notified in early October. If your photo is one of the 12 selected to run in next year's calendar, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Send photos to: IDG World Update, Photo Calendar Contest, 1 Exeter Plaza, 15th floor, Boston, MA 02109 U.S.A. or world_update@idg.com. Please note: due to the number of entries, photos will not be returned.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central in late September. More information about the voting will be published in September.

Direct questions to world_update@idg.com. Good luck!

one on one *the interview*

Meredith Whalen
IDC's group vice president/general manager, Insights and Vertical Research is this week's columnist. Reach her at mwhalen@idc.com.

> *"A unique differentiator for Insights is IDC's global footprint. In country offices where we don't have an analyst located, we work very effectively with the IDC technology analysts. Oftentimes when our industry clients are trying to get a better handle on the dynamics of a country, it is quite effective for us to pair a regional Insights analyst with a country analyst to complete the picture for our client."*

Q What is IDC Insights?

A Eight years ago IDC launched a strategic initiative to expand our business with IT and line of business executives. To effectively advise these decision makers, we developed a series of industry-specific lines of businesses within IDC. Today, IDC's Insights is composed of the following six lines of business: Financial Insights, Manufacturing Insights, Retail Insights, Government Insights, Health Insights and Energy Insights. Through these six research groups, we cover close to 70% of enterprise technology spending. We employ over 85 personnel worldwide and have established ourselves as a leader in technology advice for IT and line of business executives.

Q What are a few examples of the kinds of projects clients would ask Insights to assist with?

A As our clients consider implementing new technology to support the business, there is a series of actions they need to take. They range from developing a strategy, to making the business case, to selecting the right technology, to selecting the right technology supplier to implementing the technology. Our research architecture is designed to assist clients in making these business decisions. We develop research that demonstrates technology best practices, identifies benchmarks for IT budgets and short lists IT vendors to name a few.

For IT suppliers, we often assist in their planning efforts by framing up the industry-specific business needs and how their technology can be positioned within the context of these business issues. We quantify the opportunity for IT suppliers, and help them to better understand the competitive landscape.

Q What kind of interaction does the Insights staff have with other IDC analysts?

A We recognize that IDC's reputation for technology depth, combined with Insights reputation for industry depth, is a powerful combination. Therefore, we have been seeking more ways to bring the analyst teams together. We have teamed up on a number of research initiatives from developing white papers that discuss a technology in the context of industry priorities to a recent research product that explores the storage needs in healthcare. In FY11 we are launching our first industry trackers. Trackers provide quarterly shipment and revenue information for vendors in a particular market. IDC's Tracker Product organization and Energy Insights are launching the following trackers: Smart Meters, Photovoltaic Modules and Photovoltaic Inverters. We will be applying IDC's tried and true tracker methodology and processes to tracking the market share of vendors in these three energy markets.

Q Are all of the Insights groups represented at IDC offices globally?

A A unique differentiator for Insights is IDC's global footprint. The Insights lines of businesses operate in the Americas, Asia/Pacific and EMEA with more than a dozen analysts in each region. In country offices where we don't necessarily have an analyst located, we work very effectively with the IDC technology analysts. Oftentimes when our industry clients are trying to get a better handle on the dynamics of a country, it is quite effective for us to pair a regional Insights analyst with a country analyst to complete the picture for our client.

Q Which are the top three revenue-producing Insights group?

A We are expecting to end this fiscal year with Financial Insights, Manufacturing Insights and Health Insights as our largest lines of business in terms of worldwide revenue. It has been a great year for the Insights lines of business. We are expecting to end the fiscal year with 11.5% growth in our worldwide bookings.

Q How important are events for the Insights business model, and what percentage of Insights revenue do you derive from events?

A Due to the historical development of the Insights organization, events are a bigger part of our international Insights product mix than in the U.S. In EMEA and Asia/Pacific, Insights partners with IDC to operate industry-focused events; this business represents approximately 25% of revenue. In the U.S. our event strategy is to partner with event organizers, as the content provider. This has allowed us to focus our resources on the research business, while gaining valuable exposure to IT executives.

Q The Industry Insights Community site has been live for a little over a year. What has your team learned in terms of marketing the site and facilitating activity and interaction among members?

A We launched IDC's Insights Community (http://idc-insights-community.com/pages/home) in March 2009 to develop a global, online community for business and IT professionals to network, share and engage around technology issues within the context of their business. Almost all the content in the community is visible to the public; though if visitors want to access free research materials and tools, contribute content, comment or network with their peers, they need to join. There is no cost, and only an e-mail address is required. In the year and half since launch we have grown to almost 2,000

continued on page 4

E-books created in-house in tandem with Microsoft

Not only did Australian Reseller News (ARN) organize the Selling For Success breakfast briefing for Microsoft, it also created the e-book follow-ons for the sessions' attendees.

According to **Janice Tong**, ARN group advertising manager, the e-books were a mix of Microsoft and IDG Australia materials. "We planned the editorial in terms of what each e-book should cover and what materials were needed. We then talked to Microsoft to see which elements they could deliver, then we repurposed some of their white papers and case studies. We also got their partners team to write specific pieces to provide information for their resellers. IDG Australia has worked extensively with Microsoft on custom projects in the past, but those were printed supplements, not e-books."

The e-books had a variety of interactive elements, including video interviews, which were filmed at IDG Australia's studio. The e-books also included slide shows from the briefing itself, created by IDG Australia Media Producer **Ian Sharp**.

"The beauty of this medium," Tong said, "is that even though we deliver what is essentially an eight-page e-book, when you click on a page — say an excerpt from an article — it will open another window and deliver the full article, which allows us to not break the flow of interest in the main pages of the book."

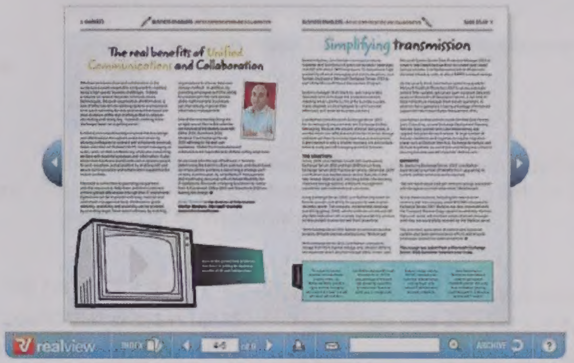
The follow-on e-books have shown a healthy afterlife, according to Tong. "A few resellers have come to me to ask for an e-book to be forwarded or if a link could be posted on their website. I know one reseller has even taken out the video interview and integrated it into their website — fully crediting IDG Australia, of course. That's also one of the key functionalities of e-books over print: it's easily passed on, allowing you to disseminate information readily and easily."

ARN briefing

continued from page 1

Each of the e-books — which were sent to all the briefing attendees and those who had shown interest in attending but were unable to — focused on one of the three industry pillars and contained a report from a Microsoft expert on that area, as well as relevant case studies and white papers. Each e-book also contained a video in which former ARN Editor Nadia Cameron interviewed three resellers to provide real-world examples and insights in to how partners are working within these pillars.

"The e-books were a great tool to have as follow-up after the breakfast," Tong said. "They allowed us to deliver a lot of content in an efficient way, not bound by print — in terms of production and mailing costs — and have interactive elements within the e-books. They were also measurable in determining ROI back to the client, which was extremely successful due to the targeted nature of the e-books."


The real benefits of Unified Communications and Collaboration

Simplifying transmission

The e-books had a variety of interactive elements including this link (in the TV, bottom left) that opened a video in another page.

Tong said ARN needed to "deliver back to Microsoft" an ongoing engagement to their chief partners. "The open rates from the e-books provided a quantitative measure to Microsoft," she said. "They are able to see at a glance whether this follow-up and further engagement with their tier-one partners worked. We didn't implement click tags on all the videos and other materials in the e-books but will do so in the future, as I think this will give us, as publishers, an analysis on what's worked and well received and what is not as interesting to the audience."

According to Tong, the open rates were "fantastic" against spend: "two of the three e-books had open rates of over 90%."

Tong said most of the invited resellers were hand-picked, "as they had to fit particular criteria. We worked with an initial list Microsoft provided us that contained only company names. We were then able to back-fill with the right sort of candidates from our database. We hand picked senior sales managers and business development managers. We then also looked at channel organizations that fit the profile, those that are working within the specific technology pillars." ARN then used various forms of communication to market the event, from personalized invitations to e-mails with follow-up phone calls. It also developed a landing page that allowed people to sign up to attend directly from the e-mail invitation.

According to Tong, event preparation took six weeks. "Nadia and I worked on developing the ideas for the event and for the e-books. We had many meetings at Microsoft to decipher what they wanted in terms of content." Tong also worked with Marketing Coordinator **Veronica Li** and consulted with **Susan Searle**, ARN publisher and president throughout the process.

"Microsoft was very happy with the number of attendees and the content and quality of the presentations," Tong said. "They've said that this was the most successful event for their 'Because IT's Everybody's Business' campaign held in Australia." Tong noted that ARN received "very positive feedback" from the attendees as well. "It's also been quite a long time since we did a breakfast briefing, so we had to renew some of our skill sets. From the success of this first one, we are very keen to develop this into an ongoing series sponsored by other vendors and keep the momentum rolling."

For more information contact Janice Tong at janice_tong@idg.com.au.

One on one

continued from page 3

members and learned a tremendous amount about social media.

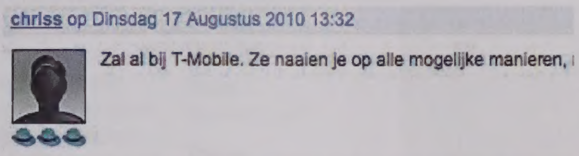
Our analysts are writing in a style that lends itself to a discussion with community members. They are writing shorter pieces that are in first person and often end with an invitation for the reader to express their views. We are also getting better insight into the types of content that are attracting more readers. For example, our one- to two-minute videos, which feature either an IT executive or an Insights analyst, tend to receive a high number of views. From a marketing standpoint, we are leveraging our analyst blogs in our PR outreach efforts. We are also more tightly incorporating the community with our marketing campaigns by ensuring the analysts blog about a research study we are promoting, Tweeting that blog through our Insights handle, and ensuring all our marketing materials (e.g. analyst bios, press releases. webcasts) send viewers back to the community for more information. Going forward we are seeking to develop partnerships with other communities and invite guest bloggers to better engage the members. WU

Webwereld hacking contest

continued from page 1

to obtain a secret document from the "Ministry of Obfuscation." In order to obtain this document, players had to hack several pages to complete each stage of the competition. The ultimate goal was to obtain a document with some top-secret government plans.

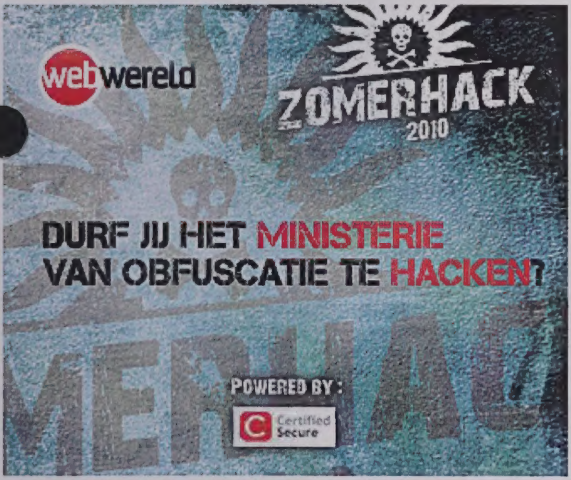
The contest was made up of three levels ranging from beginner to expert hacker; one level was released each week. In level one, competitors had to use social engineering to gain access to an email account through the password reset option of the e-mail account. The password reset asked for the name of a pet, which could be found in a Twitter account that was set up as part of the competition. "The tweet was mentioned in the Twitterfeed of Jeffry van den Oetelaere tot Bunnik, a character created especially for the contest," Essers explained. "He works as a civil servant at the Ministry of Obfuscation and Transparency and likes to tweet about walking his dog, amongst other things. I started tweeting as Jeffrey a few weeks before the contest went live."



chriss op Dinsdag 17 Augustus 2010 13:32

Zal al bij T-Mobile. Ze naaien je op alle mogelijke manieren,

Users who successfully hacked all three levels were given a special hacker avatar -- three grey hats -- that appears whenever the user leaves a comment on the Webwereld site.



The final stage of level one required opening up the source code of a web page to obtain a login and password.

In level two, players were required to use basic SQL-injection skills to gain entry to a page containing a password-protected zip file. They could "brute force" the password by using a software tool that sends random character combinations to the zip file until it finds the password. The final and third level required advanced SQL injection skills, which the players used to launch a directory traversal, an attack that grants access to improperly protected directories.

In order to participate, users were required to register by supplying their e-mail address, first and last name and gender. Additional information, such as job title, was optional. After completing each level, users were asked to verify and add more data to the profiles. Although this was an optional step, Essers noted, "we find users typically comply with such requests." In return for approving the data, users could click on a button to obtain a special hacker avatar. They received one grey hat for successfully completing level one, two hats for level two, and three for the third level. (In the security community it is common to refer to a security expert as either a white, grey or black hat hacker. Black hat hackers are criminal, white hat hackers are the good guys and grey hat hackers are a bit of both, they are skilled hackers who sometimes act illegally, though in goodwill. In this case grey was the logical choice, Essers explained.) The avatar is displayed throughout the site wherever the user leaves a comment. "Users on a forum like special avatars, it gives them status. The hats show that you are a skilled IT-professional because you completed a fairly difficult challenge. You have to give people something to boast about, and you have to give them a way to do that," noted.

The staff helped to publicize the competition by running a series of three stories on the Webwereld site that followed the contest's story line. One update, for instance, was titled "Ministry of Obfuscation under Attack" and was written like a typical news article. It stated that sources familiar with the matter described a sharp increase in phishing attacks and failed logon attempts on the ministry's mail server. An expert (Certified Secure) was quoted as verifying that the ministry did indeed have severe security problems. A spokeswoman from the ministry stated that all was well, and that the ministry could not comment on rumors. Banner and RSS ads also alerted site visitors to the competition as did a series of regular tweets on Twitter.

In the end 809 hackers started level one, 306 players hacked level one, 246 completed level two and 127 managed to hack level three and obtain the secret documents. One document congratulated the hacker. The other was an official PDF issued by the European Commission. "The 50-page document describes the various ways the personal data of European citizens is shared with the rest of the world. Our readers are very concerned about their privacy and the document fit perfectly into the story we came up with," Esssers said.

Webwereld is the largest B2B IT news website in the Netherlands, reaching approximately 600,000 unique visitors per month. The broad target audience includes people for whom IT is essential to perform their jobs such as managers, developers, system administrators and many others.

Contact Loek Essers at lesser@idg.nl.

people

noteworthy

New employees

PETER SHORT

Rivera

Pablo Rivera joins **IDC Framingham** as a research analyst, coming from Intellaprice where he was a research manager. He holds a B.S. in resource economics from the University of Massachusetts/Amherst's Isenberg School of Management and enjoys baseball, jiu-jitsu and the guitar. *privera@idc.com*

IT World Canada has hired **Tyson Dover** as a videographer. He previously worked as a craft services provider with Star Grazing caterers (where he served actor Daniel Craig). A graduate of the Toronto Film School with a diploma in film, he enjoys sports, movies and walking his dog, Blue. *tdover@itworldcanada.com*

IDG TechNetwork has hired **Paula Da Silva** as a campaign optimization specialist. She was previously an online production manager with Thomas Publishing and holds a B.A. in education and social studies from the State University of New York/Old Westbury. *paula_dasilva@idgtechnet.com*

IDG WORLD UPDATE

White

New at **PC-World| Macworld** is Account Director **David White**. He was previously a regional sales director with Future U.S.'s Tech Group. He has studied at San Francisco's Academy of Art and the University of Phoenix. In his free time he enjoys golf, poker and music and recently adopted a dog named Sampson. *david_white@pcworld.com*

Previously an intern with **IDG Netherlands**, **Teun Beemsterboer** joins the division full time as junior brand manager, Business Media. He is a recent graduate of Hogeschool INHolland with a degree in commercial economics with a specialization in e-business and e-marketing. In his free time he enjoys watching football, cycle racing and fishing. *tbeemsterboer@idg.nl*

Account Services Specialist **Rebecca Camacho** comes to **IDG Enterprise** from Vertek Corp. where she was a project manager. She studied liberal arts and sciences at Mount Wachusett Community College in Gardner, Mass., and enjoys ballroom dance and volunteering at local animal shelters. *rcamacho@idgenterprise.com*

Christine Dover is **IDC California**'s new research manager, coming from Perquest where she was VP, Professional Services. She holds a B.A. in management from St. Mary's College of California in Moraga and an M.A in library and information science from San Jose (Calif.) State University. Away from the office she enjoys gardening, running (she finished the 2010 Oakland, Calif., Marathon) and theater, working for TheaterFIRST, which brings professional theater to downtown Oakland, Calif. *cdover@idc.com*

IDG WORLD UPDATE

Chu

Previously a design assistant intern with **GamePro**, **William Chu** joins the staff full time as an associate designer. He holds a BFA in graphic design from the Academy of Art in San Francisco and received an honorable mention at the Adobe Achievement Awards. He enjoys music and graphic design. *wchu@gamepro.com*

Johansson

Linnea Johansson joins **IDG Sweden**'s Enterprise division as a LinkedIn account manager. Recently returned to Sweden after a year in New Delhi, she previously worked at the Canon Business Center in Stockholm as an account manager. Educated as a chef, she enjoys cooking, going to the gym and spending with her husband and friends. *linnea.johansson@idg.se*

profile

unsung hero

IDG Central Services Director, Facilities and Operations **Todd Simms** named Facilities Manager **Paul Shinhira** his group's unsung hero, saying, "Paul truly exemplifies the 'can-do' attitude. Whether he's designing work areas on AutoCad, managing a construction project or helping installers build workstations, Paul does what it takes to get the job done correctly and on time."

*IDG Central Services Facilities Manager **Paul Shinhira** makes sure IDG's offices in San Francisco are "efficient, functional and safe."*

Name
Paul Shinhira

Home
Hayward, Calif.

Tenure
I joined IDG March 1, 2000.

Current title and career path at IDG
I started off in the mail room as an Office Coordinator, got promoted to Facilities Coordinator, then Space Planner and then to Facilities Manager.

Primary job responsibilities
As Facilities Manager for IDG Central Services in San Francisco, I'm responsible for maintaining an efficient, functional and safe work environment for all staff members. Everything from HVAC to ergonomics.

Three things you do in a day's work
Use AutoCad to work on current and proposed furniture floorplans for all IDG spaces. Make sure day-to-day requests that come through the Operations Hotline are taken care of in a timely manner. Send out and respond to e-mails to vendors, building management and employees.

What you love most about your job
I love being able to help my fellow colleagues with their personal workspace. If I'm not providing a healthy and comfortable work environment, then they can't do their job effectively. Having the ergonomic knowledge allows me to make sure each employee is provided the proper equipment to prevent injury.

Latest accomplishment
Recently, I managed the build-out of three new private offices, as well as reconfiguring 16 cubicles and moving 13 employees into their new redesigned space.

What you're doing to be a better employee
Continue to grow as a manager by taking training classes and utilizing the resources provided by IDG.

Interests outside the office
I'm a huge sports fanatic. I support all of the local professional sports teams. I love to play basketball, football and soccer. I also love being outdoors like camping, mountain biking, snowboarding or just hanging out at the beach.

What others can't tell just by looking at you
No one could tell that I have a twin sister. I am five minutes older than her, which makes her officially the baby in the family.

nniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Kevin Greene *PCWorld*

22
Nancy Sheehan *IDG*
Mike Malone *IDG*

20
Sven-Erik Remmare *IDG Sweden*

19
Nancy Newkirk *IDG*

15
Jodie Naze *Computerworld*

12
Luis Ibarra *PCWorld Central Services*
Jeff Caruso *Network World*
Elzbieta Jezierska *IDG Poland*
Mariusz Mierzejewski *DG Poland*
Marie Sörberg *IDG Sweden*

11
Jim Hutson *PCWorld*

8
Roz Burke *CXO Media*

7
Nigel Wallis *IDC Canada*
Atsushi Ohno *IDC Japan*

6
Claire Howell *IDC U.K.*
Ankoo Batra *IT World Canada*

5
Kenji Katori *IDG Japan*
Katarzyna Czubak *IDC Australia*

4
Carol Venezia *IDG Strategic Marketing Svcs.*
Takuo Tsuya *IDC Japan*
Rini Wickberg *IDG Sweden*
Paul Trotter *PC Advisor*

3
Takashi Manabe *IDC Japan*
Helen Chiang *IDC Taiwan*

2
Ruchita Srivastava *Center for Consultancy and Research/India*
Philipp Saxer *IDG Germany*

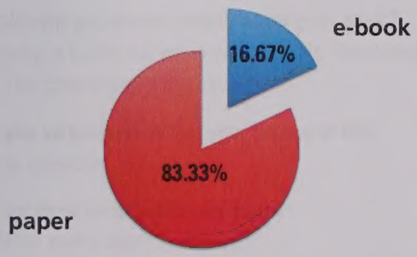
Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Check out the new glossary on IDG Central

Ever wonder what IDG IPS stands for? How about IDGE or IDGNS? Do you know what an ad network is? And what exactly does "net neutrality" mean? Every few days you'll find a new acronym or term — some specific to IDG, some to the industry — spelled out and defined for you on the home page of IDG Central. Have a suggestion? We'd love to hear from you. Write to idgcentral@idg.com.

Question of the Week results for Aug. 16

The last book I read was printed on paper or an e-book?



Log on to www.idgcentral.com to vote on this week's question:
Do you favor laws guaranteeing "net neutrality" or should "survival of the fittest" be the law of the land?

IDC's John Gantz downshifts role

PETER SHORT

As his wife Shelley looks on, IDC's ***John Gantz*** *hoists one of the gifts colleagues presented him with. "Extra pickles" was always part of his order during lunch visits to the building's cafeteria.*

After more than 25 years with the company, IDC's **John Gantz** recently told colleagues that he had decided to chart a new course for his research career. As of Aug. 7, Gantz took on a part-time role with the company as senior vice president/ Research, which will enable him to spend more time with his family, pursue personal interests, and — a long-time ambition —tour the U.S. in a vintage Airstream recreational vehicle.

Gantz will be working approximately one day a week in FY11 on high-visibility IDC consulting projects to which he has contributed over the years, including the annual software piracy study for the Business Software Alliance. While keeping his SVP title, his Chief Research Officer mantle has been passed to IDC Executive Vice President/Worldwide Research **Crawford Del Prete**, who will add the CRO responsibilities to his role. IDC SVP/Chief Analyst **Frank Gens** will take on an expanded role as an executive speaker at both IDC and external end-user and vendor events.

John Gantz joined in 1974 and served in a number of key research management roles until resigning in 1983 to start his own research company. He returned to IDC in 1992 as a senior vice president to lead IDC's PC research business; his accomplishments included launching IDC's first worldwide Tracker product for PCs, now an industry standard. In 1999 Gantz was promoted to chief research officer and played a major role in improving the quality of IDC's worldwide research as well as developing numerous pioneering global research products for clients.

On Aug. 5, Gantz's family and IDC colleagues gathered in the lobby of 3 Speen St. in Framingham to celebrate his many contributions. President & CEO **Kirk Campbell**, Gens, and VP/ GRO Business & Market Development **Amie White** each spoke and gave him some good-natured roasting.

"I can't summarize all of John's accomplishments at IDC, but suffice it to say that he has always been a pillar of research excellence and quality and has set an outstanding example for our entire research organization," Campbell said. WU

celebrating 10!

Name
Pauline Boyle

Home
Marlborough, Mass.

Joined IDG
September 1999 as a corporate benefits specialist.

Career path
After seven years as a benefits specialist in the Corporate Benefits Department, I transferred to CXO Media as a human resources representative and in 2008, I was promoted to a senior human resources representative.

Current title
My current title is senior human resources representative. I provide all facets of day-to-day HR support to the employee population of IDG Enterprise on various HR related topics such as recruiting, organizational development, recognition programs, sales plans and identifying training opportunities. In addition, I assist in facilitating the president's employee breakfast meetings and in rolling out corporate programs such as the employee survey and benefit programs.

Best part of your job
Helping others — whether it is a quick answer to a question or thinking through a more complex issue, I feel good about being able to provide solutions. Helping others gives me the greatest satisfaction.

Most memorable moment at work?
I have two most memorable moments at IDG. The first was receiving the President's Award in 2007 and the second was attending my 10-year anniversary dinner — two moments in my IDG career I will never forget.

What's kept you at IDG for 10 years?
Having a position that challenges me, having the opportunity to make a difference and working with great people. I have been fortunate to find all three and so much more.

Best way someone could compliment you on your work
When someone circles back and lets me know that my advice/coaching/guidance helped them out.

Best compliment you've ever received on your work?
Most recently, a bottle of wine with a note thanking me for being the best HR professional ever!

One thing you've learned during your tenure at IDG
Anything is possible.

What I'm doing to be a better employee
Giving 110% every day.

Interests outside the office
Spending time outdoors with my family, scrapbooking and letterboxing.

*IDG Enterprise's **Pauline Boyle** was the guest of IDG Chairman **Pat McGovern** at a dinner honoring her 10 years of service to IDG.*

Family
My husband Kevin and I have two children, Shannon,, 14 years old, and Evan, 8 years old.

Most rewarding thing you've ever done
One of the most rewarding experiences outside the office has been being a Girl Scout leader for the last nine years. It's been an incredible experience working with young girls and providing them with opportunities that they may not have had otherwise.

First job?
While in high school, I scooped ice cream at Friendly's.

What it taught you?
The customer is always right.

Manager's profile
"Simply put, Pauline is amazing! She continuously goes above and beyond no matter how big or how small the task. She has endless energy and enthusiasm for her role and her contribution is immeasurable. Pauline is the consummate HR professional and she brings her "A" game every single day. Her significant impact is widely recognized across the entire organization and she is a past recipient of the IDG Enterprise President's Award. Not a week goes by without numerous people mentioning how incredible Pauline is!"

— Patty Chisholm, senior VP, Human Resources, IDG Enterprise

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Loek Essers *IDG Netherlands*
Ousmane Keita *IDG Czech*
Tom Sanders *IDG Netherlands*
Janice Tong *IDG Australia*
Meredith Whalen *IDC*

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IDG World Update

6 SEPTEMBER 2010
VOLUME 40, NUMBER 29

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Global Product Line Meeting registration deadline is Sept. 15

Employees who have been asked by their business unit managers to attend the IDG Global Product Line Meeting in Boston Oct. 10-13 must register by Sept. 15. Go to http://guest.cvent.com/d/zdqm79. Questions? Write to michele_putt@idg.com.

Inside this issue

Former IDG Denmark employees reunite *page 2*

Employee photo calendar contest deadline is almost here *page 2*

IDG Sweden promotional video covers key business areas *page 2*

One on one IGS Director of Strategic Marketing Solutions Lisa Glover takes a turn *page 3*

Celebrating 10 IDG Australia's Ann Hall *page 8*

Three Macworld U.K. iPhone apps achieve top 10 status

Editor shares tips on shepherding apps through approval process

Macworld U.K.'s app team includes (l-r) Publishing Director ***Mustafa Mustafa****, Art Editor* ***James Walker*** *and Editor-in-chief* ***Mark Hattersley****. Not pictured: Web Developers* ***Gary Boyle*** *and* ***James Hull****.*

Macworld U.K. currently has three of the top 10 most popular iPhone apps in the News section of Apple U.K.'s iTunes App Store, and along the way the team has learned much about how to effectively prepare their apps for a smooth journey through the App Store approval process.

Macworld U.K. Editor-in-chief **Mark Hattersley** said that app sales for Macworld U.K. are approaching 6,000 in the apps' first six weeks in the store. The apps have also delivered just under 300,000 ad impressions.

Launched this June, the apps are as follows:

- **Macworld U.K. Lite** (free with advertising support) offers news, reviews, tutorials and tweets.
- **Macworld U.K.** (£2.99 or US$4.60, with advertising) provides 16 different feeds along with news, reviews and tutorials. It also offers a Flickr photograph feed of Apple products and photos from events, opinion pieces from the Macworld U.K. team and topic categories such

continued on page 4

CIO's LinkedIn Forum tops 36,000 members, more join daily

Community provides research, lead-gen opportunities

Forum member approval and gatekeeping is done by IDGE Audience Development. Circulation VP ***Debbie Winders*** *(l), Circulation and Distribution Manager* ***Diana Turco*** *and Circulation and Distribution Coordinator* ***Mary Kittredge*** *manage the approval process. At right, CIO VP Sales* ***Adam Dennison****.*

While LinkedIn is good for keeping up with business associates or former co-workers, it can be used in other, more profitable ways. In January 2008, CIO launched the CIO Forum, a gated community of business technology professionals. It now has more than 36,000 members, 45% of whom are outside the U.S. CIO is now carefully using it for its own research projects and as a lead-gen tool for vendors.

CIO VP of Sales **Adam Dennison** said that members see the Forum as a way to strengthen their professional network, find new business opportunities and "be a part of a like-minded group. From a brand perspective, it's a good way for them to get closer to CIO [magazine] editors and have a direct voice to them." He noted that CIO also has a presence on Facebook, but Forum members prefer using the LinkedIn forum, as LinkedIn is seen as more professional, while Facebook is often seen

continued on page 5

n brief newsworthy

Gathering reunites many former colleagues from IDG Denmark

ANDREA BALOGH

*Some 80 former IDG Denmark staff members attended last month's reunion, organized by former Managing Director **Preben Engell.***

***Preben Engell** addresses his former colleagues.*

Eighty former employees of IDG Denmark gathered recently for a reunion celebration that was so successful many of the one-time colleagues are already calling for a repeat gathering. **Preben Engell**, managing director of IDG Denmark for 22 years until his retirement in 2004, was the driving force behind the reunion.

"In January, I set up a Facebook account and almost overnight, I had 50 Facebook friends — many of the them former colleagues," Engell said. "It got me thinking that it might be possible to arrange a reunion and that Facebook would be the perfect way to find former employees."

And so, demonstrating that IDG's corporate values live on even in retirement, Engell said he decided, "Let's try it!" He created another account — IDG before 2004 — with the suggestion, "Let's meet again!"

Within eight days, more than 100 people had become "friends" and two weeks later, there were just over 170 current and former IDG Denmark employees signed on as members.

The date for the gathering was set for Aug. 20 at a restaurant in Copenhagen, an invitation posted on the wall of IDG before 2004 and the RSVPs rolled in. Following dinner and a welcome from Engell, attendees, including four current IDG Denmark employees, were treated to a musical performance by the IDGees — a group of IDG Denmark employees who began singing together in the mid-1980s as a way to entertain colleagues at company parties, Danish-hosted European Managers Meetings and one memorable performance at a Worldwide Managers Meeting in San Francisco.

The duration of the party matched an average working day back when the company was young, joked Engell. "We started at 5:00 p.m. and the last guests almost saw the sun rise."

"The 'pioneer days' at IDG Denmark were a very exciting time," Engell said, "and we who had the privilege of being a part of that time, will be impacted by the **[Pat] McGovern** spirit forever. I am fully convinced that IDG will maintain its position as the flagship of the global technology media industry and that IDG is still a pioneer corporation with the right leadership spirit."

To view more photos from the party, visit IDG før 2004 on Facebook (http://tinyurl.com/2fz9z5j).

Contact Preben Engell at p.engell@webspeed.dk. WU

IDG Employee Photo Calendar Contest deadline less than two weeks away

Inspiration?

Communication?

Don't miss out on your chance to be part of the 27th annual IDG Employee Photo Calendar. Entries will be accepted through Friday, Sept. 17. The calendar is your opportunity for worldwide fame and adorns IDG offices and cubicles around the globe. Read on to learn how you can enter your masterpieces for consideration in the 2011 calendar.

As usual 12 photos will be selected from all entries received. However, this year's contest will feature a new twist. In addition to selecting nine photos that can be of any subject as in the past, this year's judges (that's you!) will be selecting three photos that best represent three themes of common interest around IDG these days: Community, Conversation and Inspiration (see samples below). Note, photos entered in one of these three categories do not necessarily need to depict business subjects. Be creative! This year's cash prizes of $300 will be awarded to the top vote getter in each of these three categories.

Community?

Employees may enter a total of two high-resolution photos. For complete rules, see IDG Central (www.idgcentral.com) or write to world_update@idg.com. WU

IDG Sweden promotional video covers key business areas

Video has become an effective medium for IDG Sweden to communicate its mission to customers — and reinforce it with employees. In early August, IDG Sweden posted its most recent promotional video on the IDG Sweden marketing site and on its YouTube channel.

In the four-minute video, which is geared to sales, marketing, communication and media professionals, IDG Sweden CEO **Lars Dahmén** talks about the tremendous changes the industry is going through, with new challenges in the form of social media, tablets and mobile solutions. Dahmén then leads a short tour of several departments. **Pontus Jeppson**, head of mobile services, points out the progress they've had making publications available on the iPad, iPhone and Android devices. **Klara Grivans**, sales manager, key account team, notes that print continues to be an important part of the media mix. **Magnus Höij**, editor-in-chief, Internetworld, talks about the success of Webbdagarna (Web days) and other events. Dahmen describes innovative social media programs, which are now led by Business Manager **Ulrika Ullman.**

Marketing Director **Martin Fältström** wrote the script, and Filmmaker **Mikael Hall** shot the video. Computer Sweden Editor **Anders Lotson** provided the translation for English-language subtitles. Fältström said the use of subtitles has been a good way to inform international visitors to IDG Sweden's marketing site, idgmedia.se, and its YouTube channel about the company's activities.

Write to martin.faltstrom@idg.se. See the latest video at http://idgmedia.idg.se/2.3276/1.334682 and the English-language marketing site at http://idgmedia.idg.se/2.3276/1.141141. WU

one on one

the interview

Lisa Glover
The director of Strategic Marketing Services for IDG Global Solutions EMEA talks about broadcast solutions and other initiatives as this week's columnist. Reach her at lisa_glover@idg.com.

> *"One good piece of content such as a live video webcast can be used in many ways to leverage exposure and generate additional revenues."*

More on IDG Central

Read this article on IDG Central to learn how to take advantage of IDG's global contract with ON24 and how IGS EMEA is involved with virtual events.

Q How do you define "broadcast solutions," and why do you think they have been increasingly popular among clients lately?

A "Broadcast" is best defined as content in audio or video format. It can be IDG-created content, vendor content or user-generated content. These types of solutions have become much more popular as clients are keen to explore new channels outside of traditional media which provide differentiation and user engagement.

Q How is IDG Global Solutions integrating broadcast with social media and mobile technologies?

A The great thing about broadcast, social and mobile is that they all work together really well as components of an integrated program. Integrated campaigns are finally becoming a reality as clients see the value in providing users with the content they need in the right format at the right time. An excellent example of this is the current HP campaign with a Partnerzone as a central hub, broadcast (in the form of podcasts) created by IDG editors, an Amplify Question of the Day and Twitter program along with a dedicated mobile reader.

Check out http://uk.mr-app.mobi to download the mobile reader with the integrated podcasts. An example of the Partnerzone can be found at this link: http://www.computerworlduk.com/resource-centre/hp-roi/ , which was described in IDG World Update, May 31, 2010.

In this instance the podcasts are being used for brand awareness, but for those clients with lead generation objectives, a webcast is a perfect alternative option.

With our regular webcast programs we have been upselling integrated solutions such as in-banner video (taken from the webcast), community polling (taken from webcast polls), teaser videos, podcasts (for mobile access) and custom video e-books. One good piece of content such as a live video webcast can be used in many ways to leverage exposure and generate additional revenues.

Q What types of webcast formats are proving most successful in Europe?

A It's very interesting that we always used to push webcasts not just in local language, but hosted by the local brand, local editor with localized content. Now we are seeing that pan-European webcasts also work well in English-only. For example, we have just finished a live video webcast with CA that was hosted by Computerworld U.K. and promoted into an additional 12 markets. Although registration numbers are not as high as a local-language event, this is a very good alternative for clients wishing to generate multimarket impact. For this particular event program, CA was also only accepting registrations from their target account list and 1,000-plus enterprises — another change we have seen recently with clients looking for more highly qualified leads. Another point of interest is that we always encouraged our vendor partners to have a customer or IT professional on the webcast debate as this is a significant draw for us in terms of audience acquisition. However, comparing webcasts with and without customers reveals that success is still all about hot topics, and a webcast on 'cloud computing' will always perform better than one on a less exciting subject area.

Q Can you describe the features of some of the custom e-books you've been involved in recently?

A E-books provide the opportunity to include podcasts, webcasts and video broadcast elements as well as interactive polling. It is also possible to map user engagement, so it's a great way to deliver additional ROI metrics for clients outside of regular lead reporting. We are starting to see more requests for custom content, so e-books with integrated broadcast, co-branded with IDG, are set for future growth.

Check out a recent AMD e-book created by the Strategic Marketing Services' Custom Solutions Group in the U.S. at http://tinyurl.com/2ulankc.

Q How have you been integrating video into Partnerzones?

A A very simple and quick win to increase revenues is to include editorial videos as part of a Partnerzone package. IT News Info in France does this in the form of short one-on-one interviews with an editor and the sponsor VIP or sponsor customer. In Germany, the CIO Coffee Break is quite literally a five-minute video over a cup of coffee (www.cio.de/coffeebreak). IDG Spain has a partnership with the IT channel on GlobbTV (http://tinyurl.com/3y7l3vk) to support their event strategy which amongst other benefits, provides video coverage and live streaming from face-to-face events.

Also, it's possible to create an editorial executive summary video from a vendor-supplied white paper to add multi-format content to your Partnerzones and Solutions Centers.

continued on page 6

Macworld U.K.

continued from page 1

as iPad, iPhone, Business and Education.

- **Macworld U.K. Premium**, (£9.99 or $15.50) is a premium app that has all the content of the Macworld U.K. app but is ad-free. It also contains push notifications so Macworld U.K. can send messages to iPhone users when key Apple events happen.

According to Hattersley, the Macworld U.K. Premium app has delivered greater revenue than the regular Macworld U.K. app, even though, because it lacks any advertising support, the revenue is a one-off payment. "We initially planned it as a service for just a few readers who were willing to pay an incredibly high premium to move outside the advertising sphere, but it has proved to be tremendously popular. We plan to experiment with different price points to get a better idea of what maximizes unit sales and revenue."

> *"We initially planned [the Macworld U.K. Premium app] as a service for just a few readers who were willing to pay an incredibly high premium to move outside the advertising sphere, but it has proved to be tremendously popular. We plan to experiment with different price points to get a better idea of what maximizes unit sales and revenue."*
>
> *— Mark Hattersley*

IDG U.K. is planning an additional three apps for other product lines: Digital Arts, PC Advisor and iPad & iPhone User.

Hattersley offered the following 12 tips on getting apps through Apple's approval process, which, he said, generally takes about two weeks.

1. Provide good supporting material. Apple rejects most apps not because of the app itself but because the supporting material isn't up to scratch. The main thing is to create an accurate description of the app for iTunes and images. We all market our products, but if the text strays beyond accuracy Apple will reject the app. You must also create a supporting Web page and provide working e-mail support.

2. Don't include the price in the description. Because the price will be different all over the world (99 cents in U.S., 59p in U.K. and so on).

3. Create matching icons. Your icons need to match up (both the 57-pixel version and the 512-pixel version), but you aren't supposed to use the same icon for more than one app (say a Lite version and a Full version — although Apple did pass our app with this when we didn't know; we've since updated it).

4. Validation is important. The Macworld U.K. app uses custom RSS feeds to deliver content into the app, and Apple insists on validation. Feeds should pass W3C validation (http://validator.w3.org/), and they should contain sizeable content (we've been told over 1,000 words for the majority of articles). Apple has been known to reject apps with content that isn't complete or is just the first couple of paragraphs.

5. Advertising concerns. A bit fuzzy this one, as Apple's terms and conditions are vague enough to enable Draconian control, but Apple is having a light touch so far. A big no-no is inserting location-targeted ads that call on Location Services functions (GPS and WiFi) to locate individuals and then push ads to them (unless your app uses Location Services as its main function). Wider targeting relies of geographical locations, such as IP address analysis, seems to be OK so far.

6. No private APIs or linking to private frameworks. Straying from the SDK and into your own world of code is a sure fire way to be rejected.

7. Version 1.0 and up. Don't call it Version 0.99 or 0.1 or indicate that it's beta in any way, shape or form. Apple prefers working apps. And while you're at it, test your app thoroughly because if it crashes during testing it may be rejected. You should also avoid update spam, continuously making minor changes and updating to keep your app in user's Updates screen (although this is apparently a good marketing tactic, so time it right).

8. Keep it clean. Hardly likely to be a major concern for tech sites, but you should keep an eye on content being fed into the app prior to submission and watch out for curse words, pornographic links or politically insensitive material. Apple seems to have become quite prudish of late, and its concept of improper may well be different from yours.

9. Be careful with trademark violation. Avoid using Apple products or icons, third-party icons (Polaroid-like image frames is apparently a common culprit). Apple is also rumored to be wary of apps using trademarked social media terms such as Twitter, FourSquare, Blogger, Facebook and so on. We're not sure how big an issue this really is, but we changed Twitter to Tweets in our app just in case.

10. Careful with HIG. Read the Human Interface Guidelines carefully, and do not vary from them.

11. Popup for network connection. If your app gets content over the Internet then you have to provide a pop-up message when the network is not available.

12. No competitions. Apple rejects apps that contain contests or giveaways.

Contact Mark Hattersley at mark_hattersley@macworld.co.uk.

Check out the Knowledge Centers on IDG Central

To easily locate recent IDG World Update stories related to mobile devices see the Knowledge Centers section on IDG Central.

Care to comment?

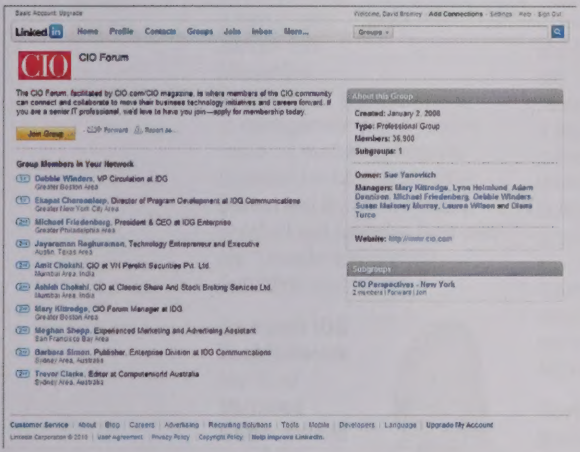
Do you agree with these tips, disagree with any, or have your own ideas on how to navigate the App Store approval process? See this article on IDG Central and use the comment box — new on the revamped IDG Central platform — to share your opinions or ask questions of your IDG peers.

CIO LinkedIn Forum

continued from page 1

as being for more personal use.

Forum members have "responded well" to taking research surveys, both those based on content from CIO magazine, such as its annual State of the CIO and Tech Priorities, as well as custom vendor research. The surveys "pull better than any other sources we have," Dennison said. The number of survey respondents "gives us a global picture of the results. And with the large base, when we do a sponsored survey as part of a program, we guarantee our customer 100 completes, and we get well over that."


Basic Account Upgrade
Welcome, David Bromley · Add Connections · Settings · Help · Sign Out
LinkedIn
Home
Profile
Contacts
Groups
Jobs
Inbox
More...
Groups
CIO
Join Group
Forward
Report as...
Customer Service | About | Blog | Careers | Advertising | Recruiting Solutions | Tools | Mobile | Developers | Language | Upgrade My Account
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CIO Forum

The CIO Forum, facilitated by CIO.com/CIO magazine, is where members of the CIO community can connect and collaborate to move their business technology initiatives and careers forward. If you are a senior IT professional, we'd love to have you join—apply for membership today.

Group Members in Your Network

- Debbie Winders, VP Circulation at IDG — Greater Boston Area
- Ekapat Chareonsleep, Director of Program Development at IDG Communications — Greater New York City Area
- Michael Friedenberg, President & CEO at IDG Enterprise — Greater Philadelphia Area
- Jayaraman Raghuraman, Technology Entrepreneur and Executive — Austin, Texas Area
- Amit Chokshi, CIO at VH Parekh Securities Pvt. Ltd — Mumbai Area, India
- Ashish Chokshi, CIO at Classic Share And Stock Broking Services Ltd — Mumbai Area, India
- Mary Kittredge, CIO Forum Manager at IDG — Greater Boston Area
- Meghan Shepp, Experienced Marketing and Advertising Assistant — San Francisco Bay Area
- Barbara Simon, Publisher, Enterprise Division at IDG Communications — Sydney Area, Australia
- Trevor Clarke, Editor at Computerworld Australia — Sydney Area, Australia

About this Group

Created: January 2, 2008
Type: Professional Group
Members: 36,900
Subgroups: 1

Owner: Sue Yanovitch
Managers: Mary Kittredge, Lynn Holmlund, Adam Dennison, Michael Friedenberg, Debbie Winders, Susan Maloney Murray, Lauren Wilson and Diana Turco

Website: http://www.cio.com

Subgroups

CIO Perspectives - New York
2 members | Forward | Join

CIO's LinkedIn Forum now has more than 36,000 members, 45% of whom [illegible] outside the U.S. CIO uses the [illegible]um for its own research projects and as a lead-gen tool for vendors.

LinkedIn, although a great tool to access a wider audience, does have some limitations. Forum members, by LinkedIn rules, can be e-mailed en masse only once every seven days with any type of announcement including survey opportunities or results. (Survey questions and results are done in conjunction with Framingham, Mass.-based IDG Research Services.) "We're limited by what LinkedIn allows," Dennison said. Any e-mails for Forum members can only go to all members, although Dennison said CIO is experimenting with creating Forum subgroups for, say, European or Asian members to help with that restriction.

CIO Forum managers are currently working out the details of a multi-level vendor research program that Dennison said he hopes will "spawn content development, lead generation and moderated discussions in the Forum. The CIO Strategy Forum on LinkedIn works as follows:

Working with IDG Research and the vendor, CIO will create a custom research survey for a vendor, promising 100 member-completed surveys. Each survey consists of 15 to 20 questions. Three weeks before the survey launches, the survey manager at CIO will post on the site an announcement that a new survey sponsored by vendor X will be available soon. Once the survey has been live for three weeks, the survey manager will invite members to a three-week running online forum discussion moderated by a CIO editor in conjunction with a representative from the sponsoring vendor. (This is the only time vendors will be allowed representation anywhere in the Forum, and it is rescinded once the discussion has been closed.) After the survey and discussion are completed, vendors receive full transcripts of the survey results and discussions. A four-page white paper, co-branded by both CIO and the vendor, will be posted on CIO.com providing lead generation opportunities from anyone who downloads the document. Finally, an executive summary will run in CIO magazine with links to the site's white paper.

CIO currently has signed CA Technologies to this new program with a survey and moderated discussion on service assurance and is finalizing details with Savvis and Iron Mountain.

CIO also uses the LinkedIn Forum for other purposes. Senior editors and managers, such as Editor-in-chief **Maryfran Johnson**, Online Editorial Director **Brian Carlson** and Managing Director, Content Development **Rick Pastore** are regularly seen in the Forum, starting or participating in discussions, which often end up generating story ideas for the magazine and its site.

Dennison said the Forum is not actively marketed by CIO. When it was launched, IDG Enterprise (IDGE) President and CEO **Michael Friedenberg** wrote about it in his column in CIO magazine, and it was promoted editorially and at events. Since that initial start, it has largely grown on its own. "Brand recognition helped it grow like wildfire," Dennison said. "Once we hit critical mass about two years ago we started showing up high on LinkedIn searches. We're now No. 2 on 'CIO' searches and getting 100 to 200 requests to join a day."

> ***"Once we hit critical mass about two years ago we started showing up high on LinkedIn searches. We're now No. 2 on 'CIO' searches and getting 100 to 200 requests to join a day."***
>
> ***— Adam Dennison***

Forum membership is not granted to vendors, their sales or marketing teams or industry consultants, nor to students or "low-level IT" positions, such as IT or help desk staffers. Those requesting membership must have "director, manager or higher titles," Dennison said, noting that memberships are also granted to IT academics, industry luminaries and major influencers. (Dennison added that while the CIO Forum on LinkedIn is not connected to or cross-pollinated with the CIO Executive Council, "there are certainly Council members in the group.")

Forum member approval and gatekeeping is done by IDGE Audience Development. Circulation VP **Debbie Winders**, Circulation and Distribution Manager **Diana Turco** and Circulation and Distribution Coordinator **Mary Kittredge** manage the approval process, accepting only about 20% to 30% of the requests. "A ton of headhunters and consultants want in, but it's not about volume," Dennison said, "it's quality."

Contact Adam Dennison at adennison@cio.com. WU

noteworthy people

New employees

Ortiz

LYNN HOLMLUND

Juan-Roberto Ortiz joins the **CIO Executive Council** as an account executive; he was previously a senior sales analyst with MarketOne International. He holds a B.S. in management with a concentration in marketing from the University of Massachusetts/ Boston and enjoys live music, baseball and spending time with his "three beautiful children." *jortiz@cio.com*

Gätzschmann

Germany's **IDG TechNetwork** has hired **Veronica Gätzschmann** as publisher manager, a title she also held with her previous employer, Tomorrow Focus AG. She studied media marketing at the Bavarian Academy for Advertising and Marketing and enjoys yoga, movies and cycling. *vgaetzschmann@idgtechnetwork.de*

Kühne

IDG Germany has hired **Peter Kühne** as director of IDG Connect. Previously an account manager with CBS Interactive GmbH, he enjoys golf, surfing and skiing. *pkuehne@idgbusiness.de*

Annu Sardana joins **IDG U.K.** as a junior content manager, coming from Simply Marcomms she was a PR administration executive. She holds a B.A. with honors in advertising and marketing from the U.K.'s Coventry University and enjoys socializing, films and applying bridal henna. *annu_sardana@idg.co.uk*

Meyer-Gossner

IDG Global Solutions' U.K. office has hired **Martin Meyer-Gossner** as strategic marketing and sales services director. He has previously held a variety of sales positions at CMP/WEKA, NMTV GmbH, Silicon.de GmbH and CBS Interactive. He holds degrees from Germany's University of Lake Constance and Eberhard Karls University Tuebingen as well the U.K.'s Leicester University. He founded a social web consulting brand called The Strategy Web (www.thestrategyweb.com) and by building it became a well-known speaker and trainer for Web strategy, social media and the digital future. Married with two sons, he enjoys soccer, golf and photography. *martin_meyer-gossner@idg.com*

David Gomez joins **IDG Tech Network** in New York City as business development manager. He was previously account manager with AT&T Advertising Solutions. A graduate of the University of Rhode Island, he holds a B.S. in finance and enjoys running, sports and politics. *david_gomez@idgtechnet.com*

O'Neil

PETER SHORT

New at **IDC Framingham**'s Access Group is analyst account manager **Kathleen O'Neil**. She was previously a market research intern with Focus Data, Inc. She holds a B.S. in business management with a concentration in global business management from Babson College in Wellesley, Mass. She has also studied at Trinity College in Dublin, Ireland. In her free time she enjoys travel. *koneil@idc.com*

Send Noteworthy information

All business units are welcome to send information about promotions, new employees, returning employee, transfers and employee awards or speaking engagements to world_update@idg.com.

One on one

continued from page 3

Q What other new concepts is IGS involved in?

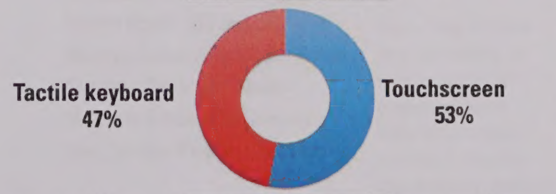
A The new social media webcasts are very exciting. We have just completed a pilot for a social media broadcast in Germany with HP as sponsor. A 'socialized' webcast was packaged with a social media campaign that included marketing on Twitter, Xing and Facebook, an Amplify program and a contextual Twitter unit on Computerwoche. The broadcast element included a webcast that had social functionality through one-on-one chat, group chat, links to social networks — very much a socialized version of our current webcast solution. The user experience for this type of webcast has significantly improved and is now totally customizable, 100% flash-based, incorporates real-time poll results and encourages engagement. This program exceeded our expectations with a 61% live turnout for the webcast, engagement rates ranged between 51% and 69% for poll participation, average webcast duration was 62 minutes, more than 270 votes were received for the Question of the Week Amplify module and we achieved more than 670 followers on the Tech_Board Twitter page.

Q How is IGS promoting the sharing of best practices and leveraging multi-country programs?

A With the creation of the new IGS Strategic Marketing Services team we are keen to create new revenue opportunities, share case studies and best practices and most importantly, find out from our IDG business units what new ideas are working well. We want to make sure IDG is perceived as an innovative, strategic partner by our clients and showcase how we are constantly ahead of the game with the programs and solutions that we create. If you have some great ideas to share across broadcast, social media or mobile, please do get in touch: Lisa Glover, Broadcast Solutions, lisa_glover@idg.com, +44 1784 210322; **Christina Carstensen**, Mobile Solutions, christina_carstensen@idg.com, +44 1784 210341; **Martin Meyer-Gossner,** Social Media Solutions, martin_meyer-gossner@idg.com, +49-173-5703-524.

Question of the Week results for Aug. 30

Which do you prefer on a mobile device: virtual touch screen or tactile keyboard?



Log on to www.idgcentral.com to vote on this week's question: **How much have you spent on apps for your iPhone or other mobile device?**

service [illegible]nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Cheryl Crivello *IDG Enterprise*

24

Kriszta Selmeczi *IDG Hungary*
Angele Boyd-Myers *IDC*

23

Gary J. Beach *IDG Enterprise*

22

Hilary Smith *IDG*

21

Debra Bernardi *IDC*

20

Philippe de Marcillac *IDC*
George Bulat *IDC Canada*
Colleen Beattie *IDG Australia*

18

Donna Moschella *IDG World Expo*
Alyson Morales *IDC*
[illegible]mann Apfelboeck *IDG Germany*
Josef Kreitmair *IDG Germany*

17

Cheryl Talamini *IDG*

16

Ruzena Holikova *IDG Czech*

15

Glenn Mosesso *IDG*

14

Matt Hamblen *Computerworld*
Betty Amaro-White *IDG Enterprise*
James Walker *Macworld U.K.*
Jose Rodriguez *IDC*
Steve Philipps *IDC*
Krzystof Daszkiewicz *IDG Poland*
Peter Holmgren *IDG Sweden*

13

Árpad Palotai *IDG Hungary*
Terri Haas *IDG Enterprise*
April Montgomery *IDG Enterprise*
Warren Childs *IDC*
Andrzej Garwolinski *IDG Poland*
Marianne Kolding *IDC U.K.*
[illegible]mas Rau *IDG Germany*
[illegible]argit Rützel *IDG Germany*

12

Laurie McLaughlin *CXO Media*
Pawel Bragoszewski *IDG Poland*
Catarina Källström *IDG Sweden*
Lotta Oldmark *IDG Sweden*
Bianca Aumeyer *IDG Germany*
Cord Moeller *IDG Germany*

11

Imre Egri *IDG Hungary*
Sandie Breese *IDC Australia*
Bryan Ma *IDC Singapore*
Sujay Bhattacharya *IDC Singapore*
Shirley Clute *IDC*
Malgorzata Majer *IDG Poland*
Torben Daarbak *IDG Denmark*

10

Lianfeng Wu *IDC China*
Anthony Strattner *IDC*
Magdalena Sobkowicz *IDG Poland*
Zoltan Komaromi *IDC Hungary*
Pernilla Strid *IDG Sweden*
Sabrina Samtleben *IDG Germany*
Annie Weissenberger *IDG Germany*

9

Karen Ren *IDG China*
Daniel Visarius *IDG Germany*

8

Viktor Fülöp *IDG Hungary*
Ida Hasselrot *IDG Sweden*
Roberto da Silva Gois *IDC Brazil*
Jonas Triebel *IDG Germany*
Henry Ernst *IDG Germany*
Kerstin Krockauer *IDG Germany*

7

Fred O'Connor *IDG News Service*
Andrew Penfold *iPod User/U.K.*
Susan Skowronski *IDC*
Andreas Leijon *IDG Sweden*
Michael Graf *IDG Germany*

6

Peter Pool *IDG Netherlands*
Peter Babb *InfoWorld*
Ye-Ri Park *IDC Korea*
Krista Napier *IDC Canada*
Carl-Johan Wollner *IDG Sweden*
Joaquim Menezes *IT World Canada*
Denis Arcieri *IDC Brazil*
Thamar Thomas-Issbruecker *IDG Germany*
Melanie Stahl *IDG Germany*
Wolfgang Koser *IDG Germany*

5

Miwako Suzuki *IDC Japan*
Christopher Kay *IDG*
Jeremy Kirk *IDG News Service*
Andrew Kwon *IDC Korea*
Delia Heng *IDC Singapore*
Sumit Madan *IDC Center for Consultancy and Research/India*
Haydee van den Berg *IDC Nordic/Benelux*
Brian Troelsen *IDC Nordic/Denmark*
Marie Brewls *PC Advisor*
Vito Mabrucco *IDC Canada*
Pascal Halpin *IDG Australia*
Jessica Ross *IDG Australia*
Henrik Vig *IDG Denmark*
Fabiana Cassaro *IDC Brazil*

4

Per Melker *CXO Media*
Brian Glynn *CXO Media*
Natalie Wen *IDC Hong Kong*
Harish Taori *IDC Singapore*
Brett Waldman *IDC*
Janice Young *IDC*
Teresa Tassone *IDC*
Janice Tong *IDG Australia*
Zbigniew Kowalski *IDG Poland*
Madelene Hellström *IDG Sweden*
Nicolai Devantier *IDG Denmark*
Diana Riofrio *IDC Peru*
Patrizia Klein *IDG Germany*
Thomas Wittulski *IDG Germany*

3

Éva Hajdú *IDG Hungary*
Balázs Horváth *IDG Hungary*
Robert Diack *CXO Media*
Michael Mullaney *IDG Global Solutions*
Bradley Reed *Network World*
Jason Lin *IDC China*
Jennie Shi *IDC China*
Amabel Palencia *IDC Philippines*
Harish Nanjundappa *IDC Center for Consultancy and Research/India*
Christopher Brown *IDG U.K.*
Alan Walker *IDC Canada*
Kevin Restivo *IDC Canada*
Camilla Åhnberg *IDG Sweden*
Ola Ljungstedt *IDG Sweden*
Carl Grape *IDG Sweden*
Mikael Hall *IDG Sweden*
Fredrik Persson IDG Sweden
Marianne Madsen *IDG Denmark*
Matheepan Panchalingam *IT World Canada*
Cesar Longa *IDC Peru*
Alejandra Mendoza *IDC Mexico*
Schumager Bacaroglo *IDC Brazil*
Edmund Heider *IDG Germany*
Dominik Grau *IDG Germany*

2

Éva Fainné Lacsny *IDG Hungary*
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1

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Manuela Kubon *IDG Germany*
Ann-Christin Bleser *IDG Germany*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

celebrating 10!

Name
Ann Hall

Home
Sydney, Australia

Joined IDG
May 1996

Career path
Accounts Payable for nine years then moved to office manager (while still helping out in the accounts department).

Current title
Director of First Impressions — the name says it all: reception, accounts, functions.

Best part of your job
Meeting and speaking to people on the front desk.

Recent memorable moment at work
A customer asked me what our first impressions were. I thought she was asking me what my first impressions were of her! When I looked surprised, she then explained that she was wondering what our company was about — it was on my e-mail. I then realized she had mistaken my job title for the company name.

I joined IDG because
I knew someone who worked at IDG and they always had wonderful things to say about the people and the company.

What's kept you at IDG for 10 years?
The people who work here, they make it a pleasure to come to work.

Best way someone could compliment you on your work
Just to say thank you for something I have helped them with.

View from my work space
I have a 180-degree view of Sydney Harbor — the best view in Sydney.

Interests outside the office
Tennis, gardening, reading, lunches with friends, bush walking, window shopping in antique shops.

Family
I have two grown sons.

What talent do you wish you had?
I would love to be able to play a musical instrument.

Dream destination
Alaska

***Ann Hall**, IDG Australia's director of first impressions, recently celebrated her 10-year anniversary with the company at a dinner with IDG Chairman **Pat McGovern**.*

Last good deed?
I have recently been visiting an elderly lady who doesn't have any visitors. She lives next door to my mother (in a retirement village). She enjoys our chats and the goodies that I also take to her each week.

Your idea of a perfect day alone?
Bath, massage and a good book in that order.

Most prized possession
My health.

Favorite vacation spot?
Somewhere near the water.

If you won the lottery tomorrow, you would
Enjoy more holiday destinations.

Manager's profile
"Ann creates the first impression of IDG when you get out on Level 22 and what a friendly and helpful impression that is. Anything that needs to be organised, be it deliveries, lunches, flowers, drinks and a lot more, Ann is the go-to person. Her organizational and time management skills and can-do approach are such an asset to IDG. Ann also assists the finance team members who are very grateful for her help. Ann is such an invaluable part of IDG and everyone at IDG appreciates all that she does. Well done on achieving your 10 years with IDG. We wouldn't be the same without you."

— Trish Stephen, financial controller, IDG Australia

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Adam Dennison *CIO*
Martin Faltström *IDG Sweden*
Lisa Glover *IDG Global Solutions EMEA*
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IDG World Update

13 SEPTEMBER 2010
VOLUME 40, NUMBER 30

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Inside this issue

IDG Employee Photo Calendar Contest deadline extended to Sept. 24. *page 2*

iPad version of Macwelt will include ads specific to the new platform *page 2*

One on one IDG Strategic Marketing Services' Teresina Cardamone *page 3*

Twitter turnoffs — what makes you stop following someone? *page 4*

Cartoon caption contest *page 7*

Celebrating 20! IDG World Update's Patricia Smith *page 8*

Finland title gets mass distribution through vendor deal

When the staff of MikroPC in Finland decided to create an iPhone World magazine, they knew exactly where to go to reach their target audience, and the idea has paid off, with a profit margin of about 30%.

The team pitched the concept to TeliaSonera, Finland's exclusive iPhone dealer and the country's largest telecommunications company, in early 2010. "TeliaSonera was immediately interested in cooperating, and they want to distribute 100,000 copies of the magazine to their iPhone users, TeliaSonera stores and a select group of potential customers," said MikroPC Managing Editor **Mikko Torikka**.

On Aug. 24, TeliaSonera's iPhone users received the 68-page magazine, which had 10 pages of ads from several companies. A week later an additional 10,000 copies became available on newsstands and in the online store of Talentum, MikroPC's parent company. The cover price is 10 euros (US$12.70), though TeliaSonera received iPhone World at a lower per-copy price. Torikka said the newsstand quantity is relatively small because Mikro PC's newsstand sales are traditionally low compared to subscription sales. "That's why the contract for TeliaSonera was so important," he noted.

maailma
iPhone
iOS4
iPad

Finland's exclusive iPhone dealer bought 100,000 copies of the magazine.

iPhone World's topics addressed the iPhone 4, iOS4, iPad, software, mobile phone security, Android devices and the Apple's App store. About 50% of

continued on page 2

Internship programs a win-win for IDG, students

Interns gain valuable experience while lightening workloads of busy staffs

*IDC hired 17 interns this summer, 15 of whom worked in Framingham, Mass., one in San Mateo, Calif., and one in New York City. Here, a group of interns in Framingham pose during the wrap-up lunch at which IDC Executive VP **Crawford Del Prete** spoke. Afterward, interns participated in a networking activity designed to help them reflect on their experiences at IDC, summarize key takeaways and consider how to communicate their experience to potential employers in the future. Back row (l-r): Brendan Russell, Arun Jose, Andrew LeClair, Mark Amoroso, Elizabeth Cipar and Ben McGrath. Seated: Maeghan Walters, Michelle Sudan and Manasa Jayanthi.*

A number of IDG business units have found hiring interns to be a win-win proposition that can help ease a department's workload while providing real-world experience for talented college students and even a potential source of full-time well-screened employees who are able to hit the ground running.

IDC has been running a successful summer internship program for more than 10 years. This summer a total of 17 interns were hired, 15 interns worked in the Framingham, Mass., office, one worked in the San Mateo, Calif., office and one worked in the New York City office. Interns hailed from Massachusetts schools including Bentley University, Boston College, UMass Amherst and Simmons as well as more distant campuses including James Madison University in Virginia, Carnegie Mellon in Pennsylvania and Binghamton University in New York, among others.

"Our interns this summer were either undergrad, graduate students or recent grads who found their way to us via postings on IDC.com, individual college career websites, a general intern posting on Monster.com and through employee referrals," explained **Kel-**

continued on page 5

iPad version of Macwelt will include ads specific for the new platform

IDG Germany's Macwelt has introduced an iPad version of the publication as a way to generate new business from both readers and advertisers. The company is the first German publisher to have an iPad version of its Apple-related magazine.

In the first three weeks Macwelt's iPad version had 14,200 downloads of the free app.

Macwelt's September issue, which debuted last month, created its iPad version using the German program Melin (www.melin.de). Macwelt Editor-in-chief **Sebastian Hirsch**, who spearheaded the iPad app effort, initially wanted to use Zinio, but the German version was not yet ready in time, he said.

Readers who want the iPad version go to the App Store to download the free Macwelt iPad app. They can download a 15-page preview of the issue for free, or buy a single issue for 3.99 euros (US$5.00), which is 1 euro cheaper than the print version, or subscribe for one year for 47.88 euros ($60.88) for new readers, compared with 62.60 euros ($79.60) for a print subscription; 11.88 euros ($15.10) for existing Macwelt subscribers.

In the first three weeks Macwelt's iPad version had 14,200 downloads of the free app. In the first four weeks there were 2,049 magazines sold and 410 subscriptions, of which 191 were new subscribers.

The September issue included all the advertising in the regular print issue. Beginning with the October issue, only ads bought for the iPad version will appear, and they will include links so the sales team will be able to track the response to the new platform. The remaining ad spots being replaced with house advertising. So far, Filemaker and Strato have signed on for these paid links, which are 10% the cost of a print ad.

Write to shirsch@macwelt.de. To see the app, go to http://itunes.apple.com/us/app/macwelt/id374140342?mt=8. WU

iPhone World

continued from page 1

the content is from other IDG publications or sites, primarily Macworld U.S.; 20% previously published content from various Talentum magazines and 30% original content.

The main staff on the project included Torikka, Editor-in-chief **Kauko Ollila**, Key Account Manager **Jarmo Pohjolainen**, Journalist **Ossi Jääskeläinen** and Talentum Director/Online **Antti Oksanen**. The team used freelance writers for translation services and for several articles; long-time external partner Nyman Design handled layout.

The staff is currently working on an online version of iPhone World. While TeliaSonera signed on for one issue initially, "they were absolutely interested in future issues if they thought the first one was successful," Torikka said.

Write to mikko.torikka@talentum.fi. WU

IDG Employee Photo Calendar Contest deadline extended to Sept. 24

Inspiration?

If you still haven't decided which photos to send for the 27th annual IDG Employee Photo Calendar, you're in luck! The deadline has been extended a week to Sept. 24 to accommodate more entries. Don't miss your chance to win one of three $300 prizes!

The calendar is your opportunity for world-wide fame and adorns IDG offices and cubicles around the globe.

Communication?

Community?

As usual 12 photos will be selected from all entries received. However, this year's contest will feature a new twist. In addition to selecting nine photos that can be of any subject as in the past, this year's judges (that's you!) will be selecting three photos during the online voting on IDG Central later this month that best represent three themes of common interest around IDG these days: Community, Conversation and Inspiration.

Note, photos entered in one of these three categories do not necessarily need to depict business subjects. Be creative! This year's cash prizes of $300 will be awarded to the top vote getter in each of these three categories.

Employees may enter a total of two high-resolution photos. For complete rules, see IDG Central (www.idgcentral.com) or write to world_update@idg.com. WU

International collaboration in Berlin

*(Left to right): **Frederik Schindler**, a video journalist trainee at PC-WELT, **Daniel Behrens**, PC-WELT editor, and **Nick Barber**, online video producer for the IDG News Service, shared a work area last week in Berlin at IFA, Europe's largest consumer electronics show, where the big trends were 3D, Android-powered devices and tablets. Barber and IDGNS Stockholm correspondent **Mikael Ricknas** filed more than two dozen articles and videos from the show, including two episodes of World Tech Update. The PC-WELT team shot their own videos, used some from the News Service and produced a video clip with a German-English introduction and Behrens and Barber together in front of the camera.*

the interview

one on one

Teresina Cardamone

IDG Strategic Marketing Services' digital marketing manager is this week's columnist. Reach her at teresina_cardamone@idg.com.

In the almost seven years Cardamone has been with IDG, she has hired and supervised nine interns. As a college student, she herself held four PR and marketing internships with three different Boston-area companies. While internships offer obvious benefits for young people looking to gain some valuable business experience, Cardamone says that well-managed interns have a great deal to offer the companies they work for. In this column, she offers some insights into making the most of the experience for both parties.

Q Why hire interns?

A There are three main reasons to hire interns. The first is that it is a great way to recruit young talent to IDG. Soon-to-be graduates are introduced to IDG, and IDG has an opportunity to screen potential candidates. The second reason is that supervising interns gives nonmanagers a chance to gain valuable management skills. The third reason is that we are all doing a lot more with a lot less. Having an intern can decrease your workload.

Given that we are all busy with our own jobs, it may be a challenge to find the time to teach them, but there are a lot of ways to speed up their learning curve. A few tips that can help are to create templates of daily projects (a great project for your intern) outlining the process, have an overlap between interns so that the current intern can train the new intern and you won't lose time in training, set aside time each day/week to dedicate to identifying which projects your intern can help with and make sure that you give them the tools, resources, and knowledge to complete the tasks.

Q Where do you look for interns?

A Before you begin to look for interns, it is important to write a very detailed job description. The more details that you include the better your chances are for finding an intern who is a good fit. Include the software they should be familiar with and the skills that they will need to have and any daily or long-term projects that you know that you will need help with. Then your HR representative will post the description to IDG.com, job boards like Craigslist, Monster and the local college bulletin boards.

Q What do you look for when hiring an intern?

A It's important to remember that interns have had very little (if any) professional work experience. Candidates may try to inflate their role in school projects or in previous internships because they want to appear to have more experience than they really have. Ask them what programs they used to complete projects or what specifically their role was in a given project. I always ask to see examples of their work (if they have a portfolio that's great) in whatever field that I am most interested in. Make sure that you get and check their references — professors, former managers, etc. Have more than one person interview the candidate face-to-face because someone else might catch a red flag that you may have missed, and take the time to interview candidates at length.

I have had three interns who had graduated from college but were unable to find permanent work and were looking to add skills to their resumes while they searched for something permanent. To avoid having them leave if and when they find a permanent position, you can include some restrictions in their contract (need to commit to X number of months to the internship.)

Top questions to ask candidates:

1. What was your relationship like with your previous mentor? What did you like/dislike about reporting to this person? This will give you insight into what it will be like to manage them.

2. What were your favorite projects and why? What were your least favorite projects and why? Their responses will give you a good idea of how they will likely respond to the type of work that you plan to give to them. Not all projects are fun and glamorous for the interns, but if they are willing to see that they need to get through the not-so-fun stuff to get to the real portfolio-building work, then that's a great sign!

3. What interests you about the job description?

4. What do you know about IDG?

Q What advice can you offer regarding how to structure an appropriate job experience for an intern?

A The hardest part for managers is relinquishing their current projects/tasks to their intern. Sometimes managers are afraid that it will take too long to explain something or that the intern will not be able to complete the task correctly. Spend time before the intern starts identifying areas where an intern can add value to your team and take low-responsibility/high-amount-of-time projects off your plate.

Q Ditto for tips on managing an intern?

A Schedule weekly check-ins with your intern. Ask them how they are feeling about their current workload, work environment, etc. What tasks do they like the most/least? This will help you understand what interests them and how to keep them engaged. It will also help to avoid any future conflict by resolving any miscommunication or frustration before the problem gets worse.

Q Have you had any negative experiences with interns that taught you anything?

A Luckily I haven't had any bad intern experience

continued on page 6

Following some Twitterers is for the birds

Political postings, 'inspirational' quotes and "firehoses" are among the many reasons IDGers 'unfollow' someone's Twitter account, as the editors of IDG World Update learned in a recent random poll.

I'm very careful about who I follow in the first place. I glance at their recent Twitter stream to see if there's a least one tweet that I would've found interesting. I don't follow Twitterers that are businesses trying to sell me something, are "Internet marketing" operations or followed me based on one stray tweet of mine I once mentioned the word "solar" in a tweet and immediately got a follower who sells solar panels).

I unfollow Twitterers who:
- Tell me too much trivia about their personal life. That's what Facebook is for.
- Repeatedly send tweets that are so cryptic or truncated or abbreviated or poorly written that they don't make sense.
- Just provide automated feeds that read like automated feeds and lack any personality.
- Send a constant stream of inspirational quotes. If I need a quote there are plenty of places to look them up. Plus, I'm not using Twitter to guide my life.

— ***Mitch Betts**, Computerworld executive editor*

I'd unfollow someone if I felt I wasn't learning anything from them after awhile. I want to learn from the people I follow and if I don't feel they are offering me any value, I unfollow.

— ***Laurie Butson**, IDG Corporate Services Group training and development director*

- The person's tweets aren't that interesting or they lack value to me professionally or personally.
- They're a firehose. Too many tweets can overwhelm me and my Tweetdeck.
- They're jerks. Maybe the person is a big deal in certain circles, but if he or she is a jerk, it's just not worth it to me.
- Too many "Successories" tweets. Tony Little inspirational sayings or dead people's quotes usually don't inspire me that much.
- Political rhetoric. If I'm following you because you know a lot about business technology and you spend more time ranting about politics then I will unfollow.

— ***Tom Wailgum**, IDG Enterprise senior editor*

These are the things that make me unfollow:
- Repeated platitudes or quotes that have nothing to do with why I followed you.
- Excessive chatting with your friends for all to see.
- Disagreeable off-topic tweets about politics.
- You send DMs instead of tweets.
- You begin hawking home businesses or worse.
- You follow me, unfollow me, follow me again.

— ***Scot Finnie**. Computerworld editor-in-chief*

I've just started tweeting for Network World and am trying to gain a following. My worry is that I'll do something to bore my followers, resulting in being unfollowed myself! To date, I haven't unfollowed anyone yet, but because the majority of my interest in tweeting is for business reasons, I'd probably unfollow someone who is sending too many location-based tweets where I really don't care what they're doing at that particular moment in time.

— ***Andrea D'Amato**, IDG Enterprise VP, Publisher*

I'm not a big Twitter user, but the most frequent reason I unfollow someone is because they tweet at a volume that is too high, causing meaningful tweets from judicious tweeters to get lost in the noise of the soon to be unfollowed blabberer.

— ***Ray Anderson**, IDG Enterprise Online Operations Group CTO*

I typically try out many followers and unfollow those that weren't as interesting as I initially thought, so unfollowing isn't uncommon for me. But among people I've been following for a long time, the two things that usually make me unfollow them (or unfriend/suppress their Facebook updates) are:

- Too many tweets. One organization I follow just had a "tweet-a-thon" that resulted in messages every few minutes. It was something I was interested in but not passionate about, so I unfollowed because it was just too much.
- Tweets that don't match my political or social views. I don't mind the odd link but if someone continually posts stories and comments then it fast annoys me.

— ***Martyn Williams**, IDG News Service Tokyo bureau chief*

Interns

continued from page 1

ley Conley, IDC associate HR representative. Interns go through the normal recruiting process she added. "They first have to apply, are phone screened by an HR representative and then go through the standard interview process with the hiring manager and team members."

IDC interns were welcomed at a kickoff breakfast on June 24 at which several IDC senior leaders spoke about their careers prior to and with IDC, Conley said. "We ask that each hiring manager be clear right from the beginning on what the work assignment is for the intern, provide initial direction and ongoing guidance on achieving goals," she noted, adding that IDC interns also meet informally with various HR managers throughout their employment.

> *"By entrusting me with substantial tasks, I felt like my manager acknowledged that I was able to bring value to the team despite not being a regular full-time employee."*
>
> *— Marina Lau, former intern, current marketing communications specialist,*

Managers are also asked to ensure that interns are treated as much like regular employees as possible — introduced to all the members of a team or department and told who to go to for backup support when the manager is out of the office.

For Michelle Sudan, a marketing and psychology major at UMass Amherst, who conducted Internet-based research on large datacenters throughout the U.S. and reported to **Michelle Bailey**, research VP, server program, the sense of being an important part of her department's team was key to her successful experience. "I valued the company's work atmosphere and my coworkers most of all," Sudan said. "I appreciated how everyone was both welcoming and extremely friendly to all the new interns. My team members were always willing to help me if I needed assistance. Not once did I feel that I was not a part of the IDC team, which truly enhanced my internship experience at IDC."

Encouraging hiring managers to provide a worthwhile learning experience for interns and not just photocopying and filing is a priority, said **Jillian Gardner,** associate HR representative, IDG HR Services Division. "We strongly suggest not just giving interns 'grunt' work but responsibilities that will help IDG while giving the interns real-world work experience," she said.

That opportunity is exactly what attracted **Marina Lau**, now a marketing communications specialist at Network World, to accept a six-month internship in the IDG Strategic Marketing Services (SMS) group earlier this year. (Lau completed her internship in June and was hired by Network World the same month.)

Lau reported to SMS Digital Marketing Manager **Teresina Cardamone**, who has consistently relied on interns to help with the workload in her department since she started with IDG seven years ago. Among Lau's responsibilities were formatting the daily news summary, updating the IDG.com website and IDG Knowledge Hub marketing resource site and helping to maintain IDG's social media profiles on Twitter, Facebook, and YouTube. She also handled several market research projects.

"I was looking for an internship that extended beyond the traditional busy work that a lot of interns end up doing," Lau said. "I wanted to either learn new skills or build on the skills I already had. I had the opportunity to do both as an intern at IDG. By entrusting me with substantial tasks, I felt like my manager acknowledged that I was able to bring value to the team despite not being a regular full-time employee."

"I could tell from the job description that the marketing intern would be given responsibilities that were both challenging and important to IDC operations," said Jessica Joyce-Brady, a Simmons College student who interned with IDC Senior Marketing Specialist **Michelle Blondin**. Among her tasks were updating information in IDC's Salesforce.com account, assisting with the creation of IDC's monthly newsletters, editing Powerpoint presentations, helping with a telemarketing campaign and completing a research project on IDC's competitors. "I really appreciated how supportive IDC employees were. One program VP took the time to review the company's product offerings with me and my manager always made herself available, even for things like rebuilding my resume."

Approaching the internship with the same degree of planning one would put into any regular position is key to a successful experience for both the company and the intern, noted IDC Senior VP, Worldwide Tracker Research and Latin America **Eric Prothero**, who said he sees much value in hiring interns. "It's a great way to test potential candidates for future roles," he said, but for an internship to be successful for both sides, "you need to clearly define on paper the objectives, set ongoing milestones and have formal check-ins."

Prothero, based in Miami, remotely supervised Bentley M.B.A. candidate Praveen Gottumukkala, who worked in IDC's Framingham, Mass., office. Two on-site managers provided in-person supervision and Gottumukkala spent 30 minutes each Monday morning updating Prothero via telephone on his progress against his weekly goals. "I was able to ask him and the on-site managers questions and tweak things as needed," Prothero said. "It worked very well overall."

For more information about IDC's internship program, contact Kelley Conley at kconley@idc.com. For more information about internship opportunities at HRSD business units, contact Jillian Gardner at jillian_gardner@idg.com. WU

noteworthy people

New employees

Varadarajan

IDC Singapore has hired **Rajesh Varadarajan** as a senior market analyst, Peripherals, responsible for managing the regional peripherals program for the Hardware market. He was previously a business analyst with Hewlett-Packard's Worldwide Imaging and Printing Group in Bangalore, India. He holds a B.S. in electronic engineering from India's Nagpur University and an M.B.A. with an emphasis in marketing from Anna University in India. In his free time he enjoys traveling, music, badminton and cooking. *rvaradarajan@idc.com*

Gomez

New at **IDC Malaysia** is Customer Service Representative **Adrian Gomez**. He spent the last 11 years in the call center industry, rising from call center agent to training and sales. In his free time he enjoys movies and spending time with friends. *agomez@idc.com*

Lim

Senior Marketing and Events Executive **Lim Mei Li** comes to **IDC Malaysia** from product marketing roles at Ingram Micro and ACA Pacific Technology. She earned a double diploma in advertising and marketing communication from Malaysia's Institute of Advertising Communication Training. Away from the office she enjoys diving, shopping and travel. *mllim@idc.com*

Lam

Marco Lam is **IDC Hong Kong**'s new Software marketing analyst. He previously was a research consultant in consumer goods and IT projects, involved in methodology design and implementation; he has also worked as a software developer. Marco holds a B.S. in statistics and computing from Hong Kong Polytechnic University and an M.S. in data science and business statistics from the Chinese University of Hong Kong. In his free time he enjoys cycling and photography. *mlam@idc.com*

Amy Dulak is **IDG World Expo**'s new accounting coordinator, coming from Benjamin Franklin Bank where she was a cash management officer. Away from her desk she enjoys reading and time spent with her family. *adulak@idgworldexpo.com*

JOE MOLA

Gargolinski

IDG Enterprise has hired **Laura Gargolinski** as an event marketing coordinator. Previously a marketing specialist with JCSI Corporate Staffing, she holds a B.S. in marketing with a minor in human resources from the University of Massachusetts. She enjoys photography, travel and tennis and recently completed a 191-mile, 24-hour road race, The Ragnar Relay, which went from New Haven, Conn., to Foxboro, Mass. *lgargolinski@idgenterprise.com*

Hädrich

Lutz Hädrich is **IDG Germany**'s new account director, coming from Amway Europe where he was a partner stories manager. He studied radio journalism at the Academy of New Media and enjoys soccer and travel. *lhaedrich@idgmagazine.de*

Applications Trainee **Clemens Fetzer** comes to **Macwelt** in Germany from Langenscheidt KG where he was an e-business content and project manager. He holds a diploma in economic geography from the University of Regensburg and enjoys electronic music and following FC Bayern Munich soccer team. *cfetzer@macwelt.de*

Send Noteworthy information to world_update@idg.com.

One on one

continued from page 3

from a managerial point of view — all of my interns have added true value to the team. Here are a few tips on how to avoid having a bad intern experience from both sides.

1. Give interns real work. Utilize your interns well and give them real work to do. Nobody is motivated to work hard and be creative if all they are doing is photocopying or filing.

2. Five minutes a day. Make sure that you take time to explain each project and offer feedback (good and bad). This helps the interns learn the business better and in the end you will receive better quality work.

3. Show them the ropes. Interns want to be included. So make sure that you include them in conference calls and meetings about projects that they are working on. Learning the business and how to operate within it is a skill, too.

4. Ask for their feedback and allow them to offer an alternative solution. Interns are in the education mode and are constantly learning new technologies. This can be a huge asset to you as most of us tend to get in the routine of doing the same things the same ways.

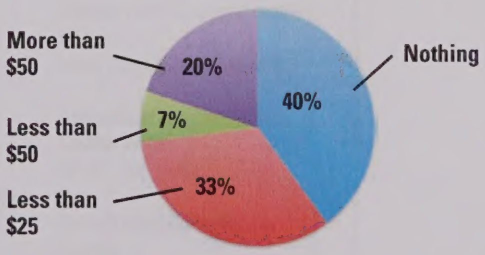
5. Variety is the spice of life. Give them as wide a variety of tasks as you can. If you cannot offer them this ask a coworker if they have anything the intern could help with. It's no secret that an internship is a great resume builder and the more areas they have experience in the more they can add to their resume. Giving them work in multiple areas of a project or the company will also show them what options are available to them after they earn their degree.

6. Newbies. Remember most interns have not yet graduated from college and are not very experienced. They will most likely make many mistakes and need coaching and guidance.

WU

Question of the Week results for Sept. 6

How much money have you spent on apps for your iPhone or other mobile device?



Log on to www.idgcentral.com to vote on this week's question:
How did you view the last feature film you watched?

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27

John Gallant *IDG Enterprise*

25

Mary Gibbons *IDC*

21

Tina Oelschlaeger *IDG Germany*

19

William Bernardi *IDC*

17

Carol Johnstone *PC World*

15

Daniel Miller *Macworld*
Jos Schong *IDG Netherlands*

13

Jason Snell *Macworld*
Nancy Weil *IDG News Service*

2

Stephen Clifford *IDC*

11

Michelle O'Mahoney *IDC*
Naoki Morimoto *IDG Japan*
Carola Eckert-Zug *IDG Germany*
Frank Maier *IDG Germany*

10

Wayne Humphrey *IDG Corporate Services Group*
Timothy Johnson *IDG Corporate Services Group*
Lawrence Surtees *IDC Canada*
Michael Mullaney *IDG Global Solutions*
Gary Nagle *IDC*
Balbina Hossman *IDG Switzerland*
Slawomir Krajewski *IDG Poland*
Ray Hoskins *IDC U.K.*
Kaoru Harikae *IDG Japan*

9

Jun Miyamoto *IDC Japan*
Patrik Enell *IDG Sweden*

Suvi Markunsalo *IDC U.K.*
Simone van der Kooij *IDC U.K.*

7

Rasmus Andsbjerg *IDC Denmark*

6

Daniel Frakes *Macworld*

5

Jenell Hicks *Computerworld*

4

Kelly Cho *IDC Korea*
David Shafran *IDC*
Mary Conroy *IDC*
William Davis *IDC*
Caroline Bucknell *IDG Australia*
Ed Cordin *IDC U.K.*
Lisa Röjvall *IDG Sweden*

3

Paul Moretti *PCWorld*
Matthew Sainsbury *IDG Australia*
Marta Sambierska *IDG Poland*
Stephan Hoppe *IDG Germany*

2

Keith Linden *IDG Technology Network*
Thanwalai Sae-Chua *IDC Thailand*
Boobalakrishnan Chandramohan *IDC CCR India*
Rajiv Kumar *IDC CCR India*
Susan Madaio *IDC*
Sophie Hirat *IDC France*

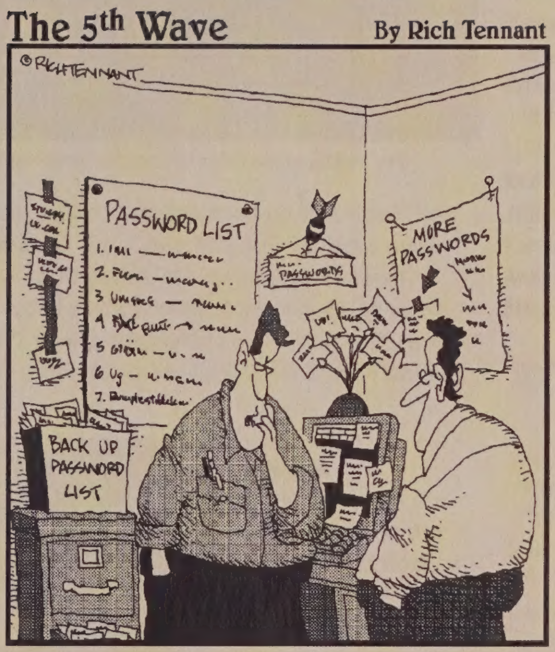
1

Norris Boothe *GamePro*
Alexander Wawro *PCWorld*
Georgina Swan *IDG Australia*
Anna Warzecha *IDG Poland*
Marcin Maksymowicz *IDG Poland*
Robert Szyszka *IDG Poland*
Paulo Arruda *Now! Digital Business – Brazil*
Marcos Vinicius Alvares *IDC Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

offline

Create a caption for the cartoon below and send it to IDG World Update (world_update@idg.com or fax 617-423-0712) by Sept. 30. The winner will receive an IDG T-shirt, and honorable mention runners-up will also receive a prize.



Coming up

Computerworld BI & Analytics Perspectives
An IDG Enterprise event
Sept. 20-21
Hilton La Jolla Torrey Pines
La Jolla, Calif.
www.computerworld.com

CIO Perspectives
An IDG Enterprise event
Sept. 22
Grand Hyatt
San Francisco
www.cio.com

IDC's Asia/Pacific Cloud Computing Conference 2010
An IDC Asia/Pacific event
"Cloud Computing: Ready for Prime-time"
Sept 21 (New Delhi)
Sept. 23 (Mumbai)
www.idc.com

Business Continuity and Security Conference
An IDC Ireland event
Sept. 23
Croke Park Stadium
Dublin
www.idc.com

IDG Global Product Line Meeting
Oct. 10-13
Westin Hotel Copley Square
Boston
http://tinyurl.com/34zhx4x

Virtualization Security Conference
An IDC UK event
Nov. 11
Grand Connaught Rooms
London
www.idc.com

More on www.idgcentral.com.

celebrating 20!

*Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. **Patricia Smith**, editor of IDG World Update and IDG Central, recently traveled to Costa Rica with her husband and sons, ages 13 and 15.*

Joined IDG
Feb. 26, 1990

Career
When I joined the company, management of IDG World Update had just been transferred to IDG International Publishing Services in Boston. While I had a communications background, desktop publishing and the IT media industry were completely new to me, and the Internet wasn't even on IDG's radar yet. I've been incredibly fortunate to be able to learn a host of new skills while working with wonderful IDGers around the globe.

We could see Arenal Volcano during the Hanging Bridges walk.

Natural beauty and interesting creatures were everywhere.

Where I traveled
Costa Rica, specifically the Manuel Antonio area on the Pacific side and the Arenal Volcano region in the north-central part of the country.

Why I chose this trip
We usually vacation in southern Maine and had only traveled abroad together once before, to England, so I wanted to do something "out of the box" from our usual standards. With two teenagers in tow, I wanted to be sure we had activities lined up that would be outdoorsy and fun. Costa Rica represented a great combination of beach, diverse wildlife, unusual natural wonders (how often does one see an active volcano?), casual atmosphere and a culture in which our boys could test-drive the Spanish they're learning in school.

It isn't always easy to see the sloths that hide high up in the trees, but we got lucky on a few occasions. The "thinker" at left was captured through the guide's telescope; my camera zoom alone worked for the other guy (or girl?).

Trip highlights
One of the best parts was that we were able to pre-book all of our activities, so we didn't have to do any last-minute planning. Getting around was very relaxing, as the tour companies handled pick up/drop off. We pre-arranged transport between the airport and our lodging, and the drivers navigated those winding roads easily and couldn't have been nicer.

During the first part of the trip we zip-lined through the rainforest, toured the coast on a catamaran and snorkled, and wandered through Manuel Antonio National Park, the country's smallest but most ecologically diverse park, with an excellent naturalist guide. Mid-week we traveled about five hours into the interior, a beautiful lush landscape with lots of farmland and cattle ranches and mountain ranges. Based at the Lost Iguana Lodge, outside the small town of La Fortuna, we hiked at the foot of the active Arenal Volcano, soaked in the hot springs at Tabacon and went white-water rafting on the Rio Balsa.

While we had something going every day, the trip included plenty of time for just hanging out and enjoying the surroundings. Waking up to the symphony of colorful birds outside our window while seeing the stately volcano in the mist beyond the porch was magnificent!

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Nick Barber *IDG News Service*
Marlene Buschbeck-Idlachemi *IDG Germany*
Teresina Cardamone *IDG Strategic Marketing Services*
Kelley Conley *IDC*
Jillian Gardner *IDG*
Kerstin Kammann *IDG Germany*
Antti Oksanen *Talentum*
Mikko Torikka *Talentum*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

20 SEPTEMBER 2010
VOLUME 40, NUMBER 31

WWW.IDGCENTRAL.COM

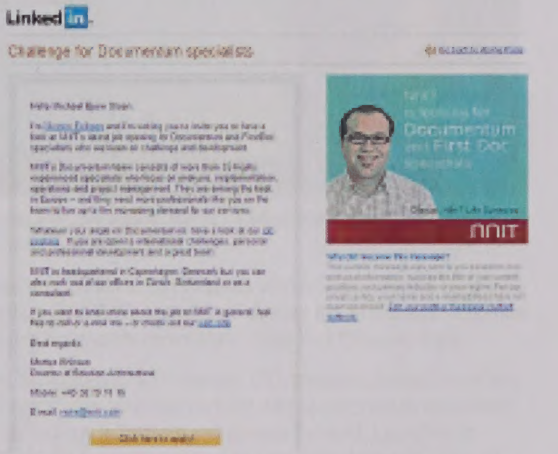
IDG Denmark, Sweden sign on as exclusive LinkedIn reps

New ad revenue expected to flow from a broad spectrum of clients

IDG Denmark and IDG Sweden have signed deals to be the exclusive LinkedIn ad sales representative in their respective countries, an arrangement that promises to open up revenue opportunities from a broad variety of clients. They are selling banner ads, direct e-mails and other ad units that appear on the profile pages of LinkedIn users in their country.

The road to the final contract began back in February 2009, when LinkedIn sought a partner for the Nordic region and IDG Global Solutions facilitated a conference call with IDG offices in Copenhagen, Stockholm and Oslo. Only IDG Denmark decided to pursue discussions afterward, but the two companies couldn't come to an agreement. This past January, LinkedIn contacted Commercial Director **Karsten Bundgaard**, and following one more round of negotiations, the companies came to terms and IDG Denmark began selling ads on April 1.

"I think LinkedIn realized that we are the best — and the most expensive — partner they can have, and we are worth it," Bundgaard said. "Their contract proposal was almost exactly what we had suggested originally."



This InMail regarding a job opening was sponsored by NNIT, a leading Danish IT company.

> *"LinkedIn is looking for partners in several smaller markets where they do not have a local presence."*
> *-- Fredrik Bernsel, IDG Sweden*

continued on page 4

Inside this issue

IDG World Expo plans mobile developer conference for GSMA events *page 2*

CIO Forum on LinkedIn receives B2B social community award *page 2*

IDG World Expo provides sales, operational support for QuakeCon *page 2*

One on One: CIO Executive Council Managing Director Rick Pastore *page 3*

Eliza Chue named SMS Employee of the Year *page 4*

Last week to send photos for the IDG Photo Calendar Contest *page 7*

Celebrating 10! IDG's Cindy Reed *page 8*

IDG India road show capitalizes on strengthening economy

With budgets beginning to expand, IDG India moves to showcase its offerings

PCW
COMPUTE

*IDG India President and CEO **Louis D'Mello** gives an overview of emerging IT trends in the Indian tech market at IDG India's three-city promotional road show.*

To take advantage of the improving Indian economy and newly loosening marketing purse strings, IDG India designed a marketing program called The Tech Marketing Hub in July this year. A roadshow aimed at promoting IDG's product portfolio, it stopped in the three major markets in India — Mumbai, New Delhi and Bangalore — to showcase IDG India's publications and presence to agencies and clients, both current and potential.

"Companies are expanding their marketing budgets and are willing to experiment with new ideas such as IDG Connect and IDG TechNetwork," said **Siddharth Singh**, IDG India's assistant general manager, brands. "It was important for us to introduce these solutions to our clients so that they feature in their media plans going forward."

According to Singh, many of IDG India's clients are most familiar with CIO, its most successful brand, and less so with its four online-only properties, Computerworld.in, PCWorld.in, IDG Connect and IDG TechNetwork. "It was important to address this situation by engaging

continued on page 5

World Expo plans mobile developer conference for GSMA events

IDG World Expo recently announced that it is collaborating with the GSMA to bring Macworld Mobile™, a new conference specifically for iOS developers, to the GSMA's Mobile Asia Congress in Hong Kong in November and the Mobile World Congress in Barcelona, which is the world's largest mobile fair, in February 2010.

This marks the first time either of the two GSMA expos have held an event for Apple developers focused on the iPhone and iPad platforms. Macworld Mobile will be part of a larger program GSMA has created for app developers who work on a variety of mobile devices.

Given her team's long experience producing Macworld in the U.S., and with Apple's mobile products on the rise, IDG World Expo CEO **Mary Dolaher** said she saw that the Macworld and GSMA events would make a great combination. "Macworld is known around the world for helping to drive and stimulate the Apple products community with educational programs and business development activities, and working with GSMA made perfect sense," she said.

The Macworld Mobile iOS Developer Conference will provide full-day, in-depth training on iPhone and iPad platforms, with technical sessions targeting tools and applications specifically designed for mobile application developers and engineers. Additionally, Macworld Mobile will provide developers with valuable market development and networking opportunities, both within the iOS development community as well as the broader international mobile products and services marketplace.

World Expo will be reaching out to successful iOS developers from around the world to help with the planning and leveraging IDG editors' expertise for conference development input and as speakers.

Macworld Mobile will be held Nov. 17, in Hong Kong, and Feb.17, 2011, in Barcelona.

Write to IDG World Expo VP/Marketing Linsy Reese at lreese@idgworldexpo.com. For more details go to www.idgworldexpo.com, www.mobileasiacongress.com and www.mobileworldcongress.com.

CIO Forum on LinkedIn receives B2B social community award

SAMMY AWARDS
CIO
Linked in

LYNN HOLMLUND

CIO Marketing Manager ***Susan Murray*** *accepts the SAMMY Award on behalf of the CIO Forum on LinkedIn team.*

IDG Enterprise's CIO Forum on LinkedIn won a Social Adverting, Media and Marketing (SAMMY) Award from digiday for Best Social Community BtoB during an awards ceremony in New York City last week.

CIO Forum, facilitated by CIO.com and CIO magazine, serves members of the CIO community who can connect and collaborate to move their business technology initiatives and careers forward. Launched in January 2008, the Forum has grown to one of the largest IT-focused communities on LinkedIn with more than 37,000 IT executive-level members. (See IDG World Update, Sept. 6, 2010).

Digiday is a daily content hub and e-newsletter with news round ups and summary of the top stories in digital media and marketing. Its SAMMY awards recognize the best people, companies and campaigns utilizing social advertising, media and marketing. The finalists who finished behind CIO Forum were American Express and Redken.

"We are very honored to receive this award," said **Adam Dennison**, vice president of Sales, CIO. "CIO Forum showcases the trust that CIOs have for our brand. "We look forward to continuing to grow this group in membership and engagement for the members, and for our IT solution provider customers who are looking for innovative and impactful ways to become a relevant part of the conversation."

For a complete list of winners go to www.dm2pro.com.

World Expo provides sales, operational support for QuakeCon

IDG World Expo has concluded the first year of a two-year management partnership deal with Zenimax and Bethesda Softworks for their QuakeCon event. Held Aug. 12-15 in Dallas, the annual free-admission event drew more than 9,000 computer gamers — a record — who came to play on a giant gaming network, see the latest technology and compete in world-class tournaments.

QUAKECON
2010

Plenty of prizes awaited gamers who won at QuakeCon's tournaments.

The World Expo team, under the direction of Senior Manager/Conference & Programs **Kathy Moran**, focused on sales and operational support. They sold out the exhibit floor in just six weeks and upgraded the event's signage, sponsor banners, entrance units, registration counters, and aisle signs.

The team also added new pre-registration packages, self-registration, and, in order to cut down on potential theft of personal computers and other devices gamers brought into the tournament area, equipment tracking technology. The latter cut the registration time from upwards of four hours at past events to just a few minutes, keeping the flow of people in constant motion and allowing them more time to enjoy the competition.

In addition, to cater to the event's devoted attendees who like to show how proud they are to be part of the event, World Expo added a retail store for fans to purchase t-shirts and posters with gaming images. World Expo designed the look and feel of the area, worked with the show decorator to set up the area and retained an outside partner to staff the area.

Write to kmoran@idgworldexpo.com or go to www.quakecon.org.

one on one

the interview

Rick Pastore
The managing director of the CIO Executive Council is this week's columnist. Reach him at rpastore@cio.com

> *We want and need our worldwide IDG media colleagues to rally around the Journey message. I invite editors, publishers and event leaders to contact me to learn more about how this and other Council initiatives can be leveraged in your publications and events."*

Q What's been the reaction to the CIO Executive Council's Future-State CIO Journey initiative, which proposes a path for how CIOs and IT can remain relevant and strategic?

A When we launched a "draft" of the Journey framework at the CIO Leadership Event in Colorado Springs in May, we received a mixed reaction. People thought we were telling them to stop doing the functional, internal role of running efficient and effective IT systems in order to become eventual CEOs. Instead, we were trying to convey that they need to apply different skills to build on that functional base in order to be more transformational and strategic. I was surprised by this reaction, but after brooding for about an hour, I went back to work with our members to retool it. I met right there at the resort with CIOs who wanted to help. I wound up getting input from about 50 IT leaders over the next few weeks. We basically changed the graphic metaphor from a staircase to a right-leaning Mayan pyramid, and added the dimension of IT reputation. A month later, we relaunched the framework (http://cioec.com/s/w10lmp) and the changes turned perceptions around.

Q What are the members saying about the framework and the program now?

A They are consistently telling us that it effectively articulates their goal of elevating the strategic nature of their role and the scope and character of IT's contribution. It describes a continuum — or journey — that takes the CIO and IT from a credible service provider to an influential IT partner to, ultimately, a business peer and game changer. Key steps include a shift in leadership focus, enhancing staff expertise in the business and elevating stakeholder relationships.

When we show the framework to IT leaders, they usually stare at it for a minute, then point to one of the pyramid steps and say, "This is us now, and this is where I'm trying to get to." Then they get excited when we tell them we are developing case studies, seminars and other resources to help them get there. Actually, "Get There" is the Council mantra for 2011.

Q How has this project affected the Council's relationship with members?

A Members in the U.S. and Canada, whether they are already future-state CIOs or are working to get there are passionate about spreading the message globally and helping us develop the resources. With the possible exception of CIO Ones to Watch Award, (http://www.cio.com/cio-awards/ones-to-watch/index) I've never worked on anything in which Global 500 CIOs have been so accommodating with their time. CIOs of Chevron, Procter & Gamble, Sysco and GlaxoSmithKline and McCain Foods in Canada are making time on short notice to work with us and talk to the media — both IDG and others. They are presenting the concept, why it's vital to the profession and how it relates to their own leadership journey.

Q Has this translated well to IT leaders outside North America?

A We're spreading the message globally in collaboration with our IDG colleagues. In September, **Mark Chillingworth**, editor of CIO U.K., led a teleconference in which he presented the Journey framework and interviewed Procter & Gamble's U.K. CIO. Mark is also hosting a Summit on 29 September in London, where a panel of British CIOs will relate their own journey experiences. CIO Germany Editor Horst Ellermann is developing a cover story on the Journey and is moderating a teleconference in October. He's had the entire framework and presentation translated into German. We've been in discussions with IDG Brazil, and CIO Australia has done a great job launching the Council's Pathways leadership development program, which incorporates mentoring on the Journey skills. We are eager to work with any members of the global IDG family who want to bring this concept to their countries or tap into the Council's CIOs. Or for that matter, their CEOs. As I said in my last IDG World Update Q&A, Council members have been amazingly successful in persuading their CEOs to work with us on this topic, bringing mainstream business perspective and credibility to the concept.

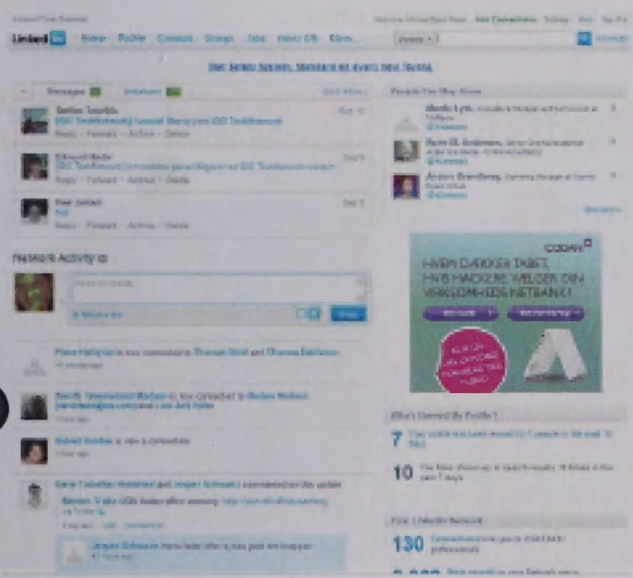
Q What's next on the Council's own journey?

A More global outreach. The Council is global, with CIO members in 18 countries and growing. We want and need our worldwide IDG media colleagues to rally around the Journey message. I invite editors, publishers and event leaders to contact me to learn more about how this and other Council initiatives can be leveraged in your publications and events. The Council is ready and willing to be a global resource for CIO expert sources, speakers and thought leadership. CIO U.S. sees us as a differentiator for them versus their competition. We should export that.
The Journey framework was just the beginning. In October we start work on an online assessment tool that will pinpoint for people where they and their organizations are on the journey and what to do to get to the next level. There's a ton of work to do, a lot of people expecting big things from us, and I'm psyched to be in the middle of it all. WU

LinkedIn

continued from page 1

Though back in early 2009 IDG Sweden VP Sales/ Enterprise IT **Fredrik Bernsel** felt Sweden's LinkedIn audience was too small to capitalize on, by April 2010 the situation had improved for both parties, and a deal was signed in June. There was a lot of competition, Bernsel said, but "we were chosen because LinkedIn believed we had the best knowledge and experience in selling online media to a high-end B2B audience, and it probably helped that we had a very good dialog with them."



This banner ad from Codan, a leading Danish insurance company, is now running on profiles of more than 550,000 LinkedIn members based in Denmark.

There are approximately 550,000 LinkedIn members in Denmark with an available ad inventory of some 17.5 million ad impressions per month. Sweden's 545,000 LinkedIn users generate 13 million ad impressions each month.

IDG Denmark's early sales efforts have focused on banner ads and direct e-mails, but polls and text links will also be options as the market matures. Direct e-mails, known as InMails, are very efficient for recruitment, Bundgaard said. InMails enable an advertiser to send out a very personalized message to a specific target group, such as CFOs in companies with more than 500 employees. The InMail is received in the Inbox of all targeted members and sent out as a "LinkedIn partner message from" the advertiser. Generally the opening rates are quite good, he said, between 20% to 40% depending on the advertiser brand, message and target group.

IDG Sweden which, just began its sales push last month, sells banner ads, sponsored polls and text links — a simple ad with one line of text.

Each business unit keeps approximately 30% of the ad revenue. In 2010, IDG Denmark expects total sales of approximately $450,000, leaving them a cut of $150,000. Bundgaard said sales are off to "a flying start," with ad campaigns sold to IT and business vendors and other kinds of companies, such as Peugeot. IDG Sweden is aiming for sales of $800,000 the first year.

"LinkedIn's unique selling proposition is the fantastic possibility of targeting the right ad to the right person based on the extensive profile information collected on the site, plus the fact that the site represents an attractive combination of B2B and social media," Bernsel said.

IDG Denmark hired Network Manager **Michael Olsen**, who has extensive experience with advertising networks, to be responsible for both LinkedIn and TechNetwork sales. LinkedIn sales are handled through media agencies. IDG Sweden recently hired LinkedIn Account Manager **Linnea Johansson** to manage its sales effort. All of LinkedIn's European ad serving and administration staff are based in London. Bundgaard said he's found the LinkedIn's back-end systems and campaign handling process to be very reliable, and the London staff has been "professional, service-minded and helpful."

Bernsel said he expects to share ideas and experiences with his counterparts in Copenhagen to build each other's LinkedIn business. He encourages other IDG business units to move quickly to try and land similar LinkedIn deals. "I met with LinkedIn in July in London and could see that they are in a phase of rapid expansion and looking for partners in several smaller markets where they do not have a local presence. I'd be happy to introduce anyone who contacts me if that would be helpful."

Write to fredrik.bernsel@idg.se, kbu@idg.dk, linnea.johansson@idg.se or m.olsen@idg.dk. WU

Account Coordinator Eliza Chue wins first SMS Employee of the Year award

IDG WORLD UPDATE

IDG Strategic Marketing Services (SMS) President **Matt Yorke** announced the first annual Employee of Year award at an SMS meeting last week in California. Account Coordinator **Eliza Chue**, who joined IDG three years after graduating from college, was selected from among 20 colleagues.

Yorke said he selected Chue because "she represents everything that we look for in our employees: hard work, a willingness to learn and accept new responsibilities, teamwork, and a dedication to exceeding client expectations." WU

IDG India road show

continued from page 1

with them face-to-face and showcasing our wide product suite that is aimed at addressing the distinct set of marketing challenges of today's technology marketer," he said. We also wanted to have our editorial team interact with key clients and gain a better understanding of the technology market and unearth new trends and developments."

The event, identical in each city, had the following format:

- A CIO panel discussion, moderated by IDG India Editor-in-chief **Vijay Ramachandran**, on "Selling Better to the Enterprise." Each panel discussion featured three to four leading CIOs sharing their thoughts on how tech marketers can work with CIOs to make effective sales. The findings of a research conducted earlier on a similar subject was also handed out to the attendees. One key point in this report is the growing importance of the IT manager in the purchase cycle (The document is available with this story on IDG Central.

World
ChannelWorld
COMPUTERWORLD
IDC

*IDG India Editor-in-chief **Vijay Ramachandran** (l) moderates the CIO Panel Discussion at IDG India's IDG Tech Marketing Hub.*

- An overview of emerging trends in tech marketing by IDG India President and CEO **Louis D'Mello**.
- An overview of IDG India's product suite and how tech marketers can get coverage in its publications and websites led by Ramachandran.

IDG India's President Sales & Marketing, **Sudhir Kamath**, said he believed that this is the only initiative of its kind that gives technology marketers a neutral platform to come together and understand new trends in tech marketing. "With this event, IDG India established its positioning as the preferred media partner that truly appreciates the challenges of the tech marketer and offers cost-effective solutions to address the same," he said.

Overall, more than 150 people attended the events, representing 88 companies across the three cities. Kamath said the target audience for the road show was senior members from the marketing teams of IT companies and their PR/advertising agencies. "We have a database of these senior executives to whom we sent an invitation and followed it up by having our sales team call on them to secure their participation."

"The event was quite useful, not just for corporate communication managers, but also to PR professionals to understand what IT managers find relevant," said Prefect Relations' Joanne D'Souza. "It also gave us the unique opportunity to interact with all the IDG editors under one roof."

IDG India's position in the local IT media space is "unique and favorable," Singh said. "When our clients work with IDG, their expectations are very high, compared to when they are working with our competition. None of our competitors offer any such program aimed at the technology marketers."

For more information, contact Siddharth Singh at siddharth_singh@idgindia.com.

Coming up

IDC's Asia/Pacific CIO Summit
"Winning Strategies of Empowered CIOs in Asia/Pacific"
Oct 7
Melbourne, Australia

IDG Global Product Line Meeting
Oct. 10-13
Westin Hotel Copley Square
Boston
Register at http://tinyurl.com/34zhx4x

Storage Networking World
A Computerworld event
Oct. 11-14
Dallas, TX
www.computerworld.com

IT Roadmap
A Network World event
Oct. 19
Washington Convention Center
Washington, D.C.
www.networkworld.com

CIO Perspectives
An IDG Enterprise event
Oct. 20
Hyatt Regency Crystal City
Washington, D.C.
www.cio.com

IT Roadmap
A Network World event
Nov. 3
San Francisco
www.networkworld.com

CIO: The Year Ahead Summit
An IDG Enterprise event
Nov. 7-9
La Quinta, Calif.
www.cio.com

IDC's Virtualization Security Conference
Nov. 11
London
www.idc.com

IDC Asia/Pacific Customer Centric Clouds Conference 2010
Nov. 11
Singapore
www.idc.com

noteworthy people

New employees

IDG WORLD UPDATE

Caldwell

Staff Editor **Serenity Caldwell** comes to **Macworld** from her role as Webmaster at TopatoCo. She holds a B.A. in experimental theater and American history from Hampshire College in Amherst, Mass. She enjoys "collecting hobbies – there are too many to list." *scaldwell@macworld.com*

ITWorld Canada has hired **Joe D'Ambrosio** as an account manager. He was previously a production manager with WDM. He holds a B.A. from York University in Toronto, Ontario, and enjoys music, sports and snowboarding. *jdambrosio@itworldcanada.com*

Previously a media account consultant with the Yellow Pages Group, **Carolyn Sagara** is **ITWorld Canada**'s new account manager. She holds a diploma in marketing from Seneca College in Toronto, Ontario, as well as one in fashion merchandising from Centennial College, also in Toronto. In her free time she enjoys yoga, playing the piano, softball and volleyball. *csagara@itworldcanada.com*

Also new at **ITWorld Canada** is Account Manager **Beryl Wong**, a title she held at her previous job with HomeStars. She holds a degree in business administration and marketing management from Ryerson University in Toronto, Ontario, and enjoys travel, cycling, running and yoga. *bwong@itworldcanada.com*

Yana Pivtoratska joins **ITWorld Canada** as a marketing specialist; she was previously a media coordinator with York Media Services and a marketing director with Say Yes Diamonds. She studied communications at Wilfrid Laurier University in Waterloo, Ontario, as well as branding and marketing efficiency. She enjoys photography, reading and sightseeing. *ypivtoratska@itworldcanada.com*

Introduce your new employees

All business units are welcome to send information about promotions, new employees, returning employee, transfers and employee awards or speaking engagements to world_update@idg.com.

IDC's Amie White and team Peddle to the Mettle raise more than $82,000 in fight against cancer

Not everyone would choose to celebrate a birthday by biking 190 miles across Massachusetts in just two days, but for IDC VP of Business Development **Amie White** who turned 41 while completing her fourth Pan Mass Challenge last month, there was no place else she'd rather have been.

"It just gets in your blood," White said. "It's an absolutely overwhelmingly phenomenal experience and a testament to what a large group of people working together for a common goal can do." Since its launch 31 years ago, the Pan-Mass Challenge has raised over $270 million for cancer research and treatment at Dana-Farber Cancer Institute and today raises more money for charity than any single event in the U.S.

Diagnosed with ovarian cancer in March 2006, White and her husband Greg completed their first Pan-Mass Challenge in 2007. The following year, they were joined by several family members and team Peddle to the Meddle was born. Last year, White and the seven other members of her team, including then-IDC Chief Research Officer **John Gantz** and former Director IDC Sales Advisory Practice **Lee Levitt**, raised more than $55,000 for Dana-Farber.

*Former IDC Chief Research Officer **John Gantz** rode as a member of team Peddle to the Mettle for the second consecutive year. "I participated this year in celebration of Amie's remission status, and simply because it is such a good cause and all the money riders raise goes to Dana-Farber," said Gantz, pictured above near the finish line in Provincetown, Mass.*

This year, Team Peddle to the Mettle doubled in size to 17 members — once again including Gantz and Levitt, additional family members and even White's nurse — and together raised more than $82,000.

"Last year," said White, who was still in treatment at the time, "I rode to prove I could." This year, White, who is now in remission, said, "I rode so others can prove they can."

At a Heavy Hitters dinner held earlier this spring to honor riders who raised more than $6,300 in last year's ride, White said she listened as a man spoke eloquently of his family's experience with cancer. "He talked about his daughter who came home from college one weekend with an odd feeling in her chest and was diagnosed with heart cancer. He said he kept asking, 'Why my daughter, why not me?' Six weeks later he was diagnosed with prostate cancer." That was seven years ago, White said, "and then he told us that the following weekend his daughter was getting married. That's what you ride for."

***Amie White** and her husband Greg participated in their fourth Pan Mass Challenge last month. A number of IDC colleagues were among those who supported team Peddle to the Mettle and helped it raise more than $82,000 for the Dana-Farber Cancer Institute last month.*

White said she and her husband rode with celebration ribbons clipped to the backs of their bicycle seats. "We had about 40 names between us and considered these people, who either are fighting or have fought cancer, the 'wind at our backs.' "

Contributions are still being accepted until Sept. 30. If you would like to make a donation to team Peddle to the Mettle log on to www.pmc.org/profile/aw0069.

For more information, contact Amie White at awhite@idc.com or visit www.pmc.org.

***Amie White** and her husband rode with celebration ribbons clipped to the backs of their bicycle seats. The ribbons carried the names of people who are battling or have battled cancer.*

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

James Duffy *Network World*

13

Barbara Hall *IDC Canada*

12

Jenny Maurin *IDG Sweden*

11

Paul Marttila *IDG Australia*
Thomas Mainelli *IDC*
Wesley Dotts *IDC*
Pauline Boyle *IDG Enterprise*
Chris Sullivan *IDC Canada*
Scholle McFarland *Macworld*

10

Sara Scoglan *IDG*
Charlotte Kjerrman *IDG Sweden*
Tom Schwieters *IDC CEMA*

awn Peterson *IDG Enterprise*

7

Howard Sholkin *IDG Strategic Marketing Services*
Coretta Wright *Network World*
Joanne Haywood *IDC Canada*
Ataporn YongSoongnuen *IDC Thailand*

6

John Flint Pulskamp *IDC*

5

Jess Roman *IDG Enterprise*
Jeremy Rueb *IDG Strategic Marketing Services*
Stephen Galeotalanza *IDG World Expo*
Rebecka Guzman *IDG Sweden*
Jason Gorud *IDC Singapore*

4

Jeffrey Ciulla *IDC*
Lisa Jacques *IDC*
René Schoemaker *IDG Netherlands*

3

Tara Wislocki *IDG World Expo*
Emil Söhr *IDG Sweden*

2

Whitney Strang *IDG Tech Network*
Jennifer Yomogida *IDG Tech Network*
Kristi Nelson *InfoWorld*
Jonathan Tornell *IDC Mexico*

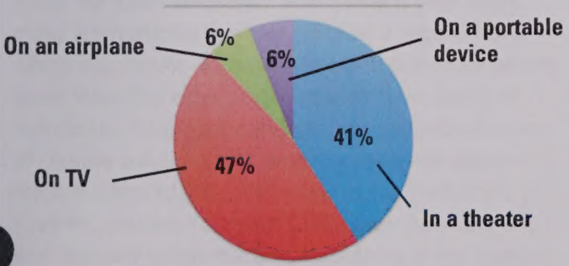
1

Lucila Queiroz *IDC Brazil*
Michael DeHart *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Question of the Week results

How did you view the last feature film you watched?



Log on to www.idgcentral.com to vote on this week's question: **Compared to a year ago, how much time do you spend on social networks?**

Last week to enter the 27th annual IDG Employee Photo Calendar Contest

This is the final week to send for the 27th annual IDG Employee Photo Calendar. Don't miss your chance to win one of three $300 prizes!

The calendar is your opportunity for worldwide fame and adorns IDG offices and cubicles around the globe.

Inspiration?

As usual 12 photos will be selected from all entries received. However, this year's contest will feature a new twist. In addition to selecting nine photos that can be of any subject as in the past, this year's judges (that's you!) will be selecting three photos that best represent three themes of common interest around IDG these days: Community, Conversation and Inspiration (see samples).

Communication?

Note, photos entered in one of these three categories do not necessarily need to depict business subjects. Be creative! This year's cash prizes of $300 will be awarded to the top vote getter in each of these three categories.

Community?

Employees may enter a total of two high-resolution photos. For complete rules, see IDG Central (www.idgcentral.com) or write to world_update@idg.com. WU

Online voting begins next week

All IDG/IDC employees with a logon for IDG Central will be able to vote for their favorite photographs beginning next week. Stay tuned for details.

At your service

The 24 members of the global virtual team that makes up the IDG News Service recently gathered IRL — in real life — in the Boston office to discuss coverage plans and how to better serve customers at IDG. News Service editors and correspondents represented bureaus as far-flung as Bangalore, Beijing, and Brussels — as well as New York, London, San Francisco, and other locations in Europe, Asia and North America. A highlight of the meeting was the opportunity to hear from editors at IDG's Computerworld, CIO and Network World publications.

celebrating 10!

Name
Cindy Reed

Home
Bellingham, Mass.

Joined IDG
November 1997 as Financial Analyst for CSG Finance department.

Current title
Senior Financial Analyst (CSG Finance Dept). Budget and forecasting for IDG's international business units as well as IDG World Expo.

Best part of your job
Working with the financial managers at IDG business units all over the world.

What's kept you at IDG for 10 years?
The people I work with and for.

Interests outside the office
Cooking, tennis and spending time with my family.

Family
My husband Mike and I have three children: Nicole, 16; John, 11; and Katie, 9; (and our black lab Hunter who is 3).

Dream destination
Hawaii

Fantasy job
Public relations for the Boston Red Sox.

Favorite gadget
My GPS (I'm geographically challenged!)

Favorite vacation spot?
Cape Cod

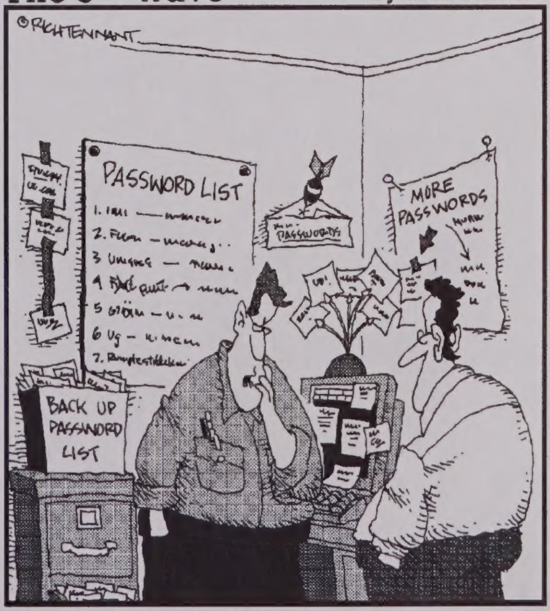
Retirement dreams?
Travel the world.

Manager's profile
"Since joining the finance team over 10 years ago, Cindy has continued to develop the qualities that have made her a star employee. She interacts with IDG's many international business units on a regular basis, which requires her to be versatile and customer-centric, while staying positive and maintaining her sense of humor. Her intelligence and proficiency foster the type of creative solutions and flexibility our small department requires to meet the needs of our customers. I have enjoyed working with Cindy over the years, and I look forward to her many contributions in the years to come."

— Steve Pelosi, director of finance, IDG

*IDG Senior Financial Analyst for the Corporate Services Group **Cindy Reed** was the guest of IDG Chairman **Pat McGovern** at a recent dinner honoring her for a decade of service to the company.*

The 5th Wave By Rich Tennant



Create a caption for the cartoon above and log on to www.idgcentral.com and add your entry in the comments field under this cartoon. Entries due by Sept. 30.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Fredrik Bernsel *IDG Sweden*
Karsten Bundgaard *IDG Denmark*
Kathy Moran *IDG World Expo*
Michael Olsen *IDG Denmark*
Rick Pastore *CIO Executive Council*
Linsy Reese *IDG World Expo*
Siddharth Singh *IDG India*
Amie White *IDC*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

27 SEPTEMBER 2010
VOLUME 40, NUMBER 32

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Macworld paid content model offers add-on features

No ads; interaction with peers and editors; discounts among benefits

Macworld Insider is the first attempt by an IDG business unit in the U.S. to create a premium, subscription-based online product for users. Launched last month by Macworld, Macworld Insider is a group any Mac enthusiast can join for an annual subscription. Macworld decided not to wall off certain high-value content and instead created valuable add-on content that would appeal to its core readers who would be willing to pay for it. And, with more than 1,500 members signing up in under a month, the gamble seems to be paying off.

IDG WORLD UPDATE

Some of the key players behind Macworld Insider are (l-r): Macworld Senior Editor ***Jonathan Seff****, PCWorld/Macworld Executive VP/General Manager* ***Stephan Scherzer****, PCWorld/Macworld E-Commerce Director* ***Alisha Billingsley*** *and Macworld VP/Editorial Director* ***Jason Snell****.*

"It isn't a scheme to wall off the stuff you're used to reading on Macworld.com so that you can't see it unless you pay. We're not throwing any of our news, reviews, opinion pieces, how-to articles or tips and tricks over the wall. Everything that's already on the site will remain there, for free," explained **Jason Snell**, Macworld VP/editorial director, in a blog post (http://tinyurl.com/2dmko49).

"We wanted to create a special place for our most loyal and engaged users," said **Stephan Scherzer**, PCWorld|Macworld executive VP/general manager. "We spent quite some time collecting feedback from our audience by running studies and asking questions on our website. We got great feedback and insight into user behavior and could evaluate several business models before we launched Insider."

continued on page 4

PCWorld editors share home page programming duties

Since June, editors at PCWorld.com have been rotating responsibility for programming the home page, which has resulted in a more effective page, more people invested in its success and a large group of people trained to use the site's proprietary, homegrown tools who can serve as backups should the need arise.

"This new system for overseeing the PCWorld home page has paid almost immediate dividends," noted PCWorld VP, Editorial Director **Steve Fox**. "It has brought a much greater sense of site consciousness to our editorial team and increased awareness of metrics, traffic needs and how different types of stories perform on the site. In the past, there was a tendency for people to focus on their own discrete sections of the site, leaving the performance of the home page up to a small group led by Editor **Ed Albro**. But now, each person is fully invested in the success of the home page and for one week at a time, lives or dies by the metrics."

> ***"Everyone is enthusiastic and committed to doing a great job. People take a lot of pride in the performance of the home page under their watch and there is a real sense of ownership."***
>
> ***— Steve Fox, PCW VP/editorial director***

Each of PCWorld's 13 full-time West Coast-based editors takes a seven-day stint that runs from Monday afternoon to Monday morning, during which he or she is responsible for loading and tweaking content, ensuring

continued on page 5

Inside this issue

CIO India's fifth annual CIO 100 awards event sets new revenue record *page 2*

Australian Reseller News' awards event rewards excellence, charitable groups *page 2*

One on one: Network World Online Community Editor Julie Bort *page 3*

IDG Media Kit files, IDG Twitter lists are on IDG Central *page 6*

Celebrating 10! IDG's Barbara Duphily *page 8*

CIO India's fifth annual CIO 100 awards event sets new revenue record

CIO India's annual CIO 100 symposium and awards program has always been a must-attend event, and the fifth edition did not disappoint. Positive feedback from the attendees continues to roll in — "simply incredible," said one participant — and revenue from both the event and September issue of CIO, which included winners' profiles and case studies, were the company's highest ever. The 200 attendees included 90 of the 100 award winners as well as sponsor delegates and spouses.

SRIVATSA SHANDILYA

IDG India Editor-in-chief ***Vijay Ramachandran*** *(right) presents one of the awards.*

Held Aug. 4 in Bangalore, the daylong CIO 100 symposium featured keynote speaker Fredrik Härén, founder of The Interesting Organization, a Swedish company, who spoke about the importance of creativity and why the developing world has an advantage over the developed world when it comes to being creative. Lines were long at the book-signing session for his titles, *The Developing World* and *The Idea Book*, the latter of which was cited by 800-CEO-READ as one of the 100 best business books of all time.

The program included a discussion on how business-IT alignment can transform an organization with P.M. Murty, managing director and CEO, and Manish Choksi, chief corporate strategy & CIO of Asian Paints. Eight sponsored roundtables on topics such as next-generation data centers, integrated managed services and enterprise mobility enabled CIOs to network with their peers and service providers.

More than 300 companies submitted some 600 nominations for the CIO 100 awards, whose theme this year was "The Agile CIO": those people who have had the foresight, preparedness and flexibility to adapt to changing business conditions with ease. A panel of CIO editors selected the winners, who accepted their awards at the evening ceremony. In addition, six special awards, each sponsored by a different company, recognized more than 35 CIOs for excellence in storage, innovation, infrastructure, security, green IT and the CIO Hall of Fame — individuals who have won CIO 100 awards four times.

"IDG India has firmly established CIO 100 as the most prestigious awards for IT leaders in the country, and even though we didn't try any unusual marketing pitches to retain sponsors, the 20 sponsors we signed resulted in our best revenue ever," noted **Siddharth Singh**, assistant general manager, Brands. "That said, we focused heavily on getting sponsorships for the six special awards, which accounted for the bulk of the revenues. And we were very successful, thanks to the dedicated focus of **Parul Singh**, our general manager responsible for event sales."

When the CIO 100 began, IDG India created a stand-alone, ad-filled yearbook that included the winners' profiles and their case studies. Beginning in 2008, the staff integrated the CIO 100 content into the regular CIO issues. This year the issue was the highest-grossing edition ever, with revenues of more than INR 5 million (US$109,661).

While IDG India has been doing live webcasts of its events since 2009, this was the first year for CIO 100. "We assumed there would be significant interest among the teams of the CIOs to watch their bosses accept their awards," Singh said. "From the 150 or so registrations we had, the vast majority were from companies being honored." Many of the viewers also tuned into Fredrik Härén's session as well.

Visit http://cio100.cio.in/index.html or write to siddharth_singh@idgindia.com. WU

Australian Reseller News' awards event rewards excellence, charitable groups

IAN SHARP

ARN staffers dressed for the night. (L-R): ***Julia Talevski,*** *online editor;* ***Spandas Lui,*** *journalist;* ***Davy Adams,*** *IDG Australia managing director;* ***Cherry Yumul,*** *business development manager;* ***Veronica Li,*** *marketing coordinator;* ***Susan Searle,*** *ARN publisher;* ***Jessica Ross,*** *ARN associate publisher;* ***Janene Niblock,*** *database manager;* ***Matthew Sainsbury,*** *features editor;* ***Janice Tong,*** *advertising manager;* ***Mike Gee,*** *managing editor;* ***Jennifer O'Brien,*** *associate editor; and* ***David Ramli,*** *senior journalist.*

Australian Reseller News' (ARN) fourth annual ARN IT Industry Awards was "without a doubt, the best industry event of the year," said Moheb Moses, CEO of Channel Dynamics.

Held at the Sydney Hilton and attended by more than 600 senior management representatives from vendor, distributor and reseller firms, the event is designed to commend outstanding companies and individuals in the Australian IT industry. "It's a celebration of excellence," said ARN Publisher **Susan Searle**. ARN announced 20 industry awards in categories such as green computing, personal innovation and best vendor, reseller and distributor. It also inducted three new members into the ARN Hall of Fame.

Searle said most award category nominations were made online. "Nominees need to submit their entries around four key criteria. These are reviewed by a committee of three ARN staffers plus an external consultant." The short list, usually five nominees for each category, is then sent to 60 judges from a range of companies in the Australian IT industry.

The ARN Awards had 10 Platinum sponsors that were "mainly category sponsors," Searle said. "Their ROI is based around marketing campaigns leading up to the awards, a brief speaking spot on the night, branding during and after the ceremony and a table in a premium position." There were also nine Gold sponsors that were not associated with a particular category but received pre-, during and post-awards exposure.

The event also supports local charities. Searle said the night raised A$30,000 (US$28,700) from table sales for Clean Up Australia, an environmental charity, and another A$11,000 ($10,500) was donated to The Smith Family's Technology for Kids program from a combination of tables sales and donations during the night.

For more information, contact Susan Searle at susan_searle@idg.com.au. WU

one on one

the interview

Julie Bort
Network World's online community editor is this week's columnist. Reach her at jbort@nww.com.

> *"Bloggers must find and post good content on their own. A lot of handholding up front will pay you dividends over time."*

Q What's your philosophy on the art of creating and maintaining successful blogs?

A I used to think that making blogs successful was akin to coming up with a hit record. It seemed to require one part quality, one part technique (headline, SEO, keywords) and one part luck. But in the three years that I've been working as Network World's online community editor, I've learned some tricks of the trade that helps the process along.

In addition to several popular staff written blogs like **Michael Cooney**'s Layer 8 and **Paul McNamara**'s Buzzblog, Network World has three blog-driven user communities, Cisco Subnet, Microsoft Subnet and the newest, launched in March, Open Source Subnet. I write three blogs — one for each community — and I manage about 35 other industry experts who blog for us. While we had to convince writers to participate in the early days, we've been successful enough at creating these communities that bloggers now approach us about contributing. We've also established a few syndication agreements, such as one with the Cisco Learning Network, where other sites post links to our blogs.

Q Why are blogs so important?

A Community contributes about 1 million page views to Network World's monthly totals, but big-hit viral blogs have a bigger, more long-term impact, too. They make NetworkWorld.com get noticed. As readers get to know and follow certain blogs, they come back and read more material. They cause our site to be linked to by other blogs and editorial outlets, which increases our search-engine standing.

The Subnets are not news aggregation sites. While bloggers freely link to stories from sites other than Network World, they write original posts. They may break news, but more often they write about cool new products, their take on big news stories and their opinions on topics that are near to their hearts. A blogger's role is to engage the reader in conversation about the issues that enterprise IT professionals deal with every day, and to do so while voicing their opinion. We want bloggers to have a strong voice, to showcase where they are coming from. We strive for balance by including industry experts from a variety of backgrounds, including users, consultants, authors, trainers, community managers and the like.

Q What are a few best practices you've learned in terms of building communities?

A 1. You can't grow your site if you, the editor, are the bottleneck. Bloggers must find and post good content on their own. A lot of handholding up front will pay you dividends over time. I have each prospective blogger submit three sample blogs, and I heavily edit them — offering feedback on content, headline, story construction and SEO. If we proceed, these become the first three posts. I may edit a blogger for a month or so.

2. Stay connected. Regular contact with bloggers is important. Sending story ideas, offering feedback, giving updates on the blogging platform and offering pats on the back will go a long way in keeping the bloggers engaged.

3. A great blog needs a great headline and first paragraph. It doesn't matter how interesting the rest of the blog is if it doesn't have this. This is the hardest lesson to teach writers who are not journalists. They often want to start with the history and then get to the meat. It's a constant area of training.

4. Engaging with readers in the comments is a learned skill. One good rule of thumb is that critical statements may be OK if backed up with facts. But criticism of people, even groups of people (Windows or Linux lovers), is never respectful.

Q What role does outreach play?

A The community editor needs to be engaged in as many social media and social networking groups as is practical, participating in the conversation wherever the readers are. Some of this is posting links to your blogs and stories, but much of it is simply engaging in the bigger discussion. The more you talk with people over Twitter, Facebook, LinkedIn, Digg, Reddit and topic-specific "planet" sites, the more connected you, and your community, becomes.

Q How has your career evolved? What kind of journalism skills are required for your job today?

A I've been with Network World for 11 years. The first nine I worked as one of two editors that put together our special print issues, known as the Signature Series and the New Data Center series. We worked on a lot of long-term research projects like an annual salary survey and the Network World 200 list of the industry's biggest companies. Working with blogs is almost the polar opposite skill set. It's true that we always had an online component with our special issues, and we often built special tools for it like a salary calculator or a mash-up database. But the objective was to create a definitive piece, with a lot

continued on page 6

MW Insider benefits

- **Ad-free, single-page Macworld.com layouts**. While display ads help keep Macworld.com in business, they do irritate some readers who use ad-blocking software to avoid seeing the ads. Macworld Insider is for "users who would rather not see ads on our site but who would still like to support us and keep us in business," said Macworld VP/Editorial Director **Jason Snell**. The default ad-free layouts have been designed to delete any advertising area so users won't see empty white spaces that formerly displayed ads (members who do want to see ads can turn them back on). Also, every article will show as a single page, so members don't have to click through multiple pages to read an entire story.

- **Full-text RSS feeds**. Subscribers can use personalized RSS feeds to get the full text of Macworld stories if they wish. Rather than visiting the Macworld site, they can view the stories in the RSS reader of their choice.

- **Community status**. Insider members' posts on any Macworld.com forum will appear with an Insider icon. Members will be able to chat with fellow members and interact with Macworld editors and writers at future exclusive quarterly online chats and monthly live events. They also receive a monthly Macworld Insider newsletter, detailing interesting discussions going on in the Insider forum, any new features for members, upcoming chats with editors and more.

- **Special offers**. All Macworld Insider members will receive a free floor pass to Macworld Expo and discounts on products sold in the Macworld.com store, such as the popular Superguide book series (http://www.macworld.com/superguide/). Snell said there will be other special offers in the future.

- **Back-issue archive**. Every Macworld issue from January 2007 can be downloaded as an unencrypted, fully searchable PDF. (Older issues will appear in the future.) When the current issue of Macworld is off the newsstands it will be available in the archive.

MW Insider

continued from page 1

According to Scherzer, Macworld decided not to "gate" any content or services on the site but, rather, add "interesting features and benefits — everything you could access before Insider went live you still get on Macworld.com. The advantage is that we can leverage our very loyal and active Macworld community and give them another opportunity to engage with their favorite brand, while also bringing in a new revenue stream."

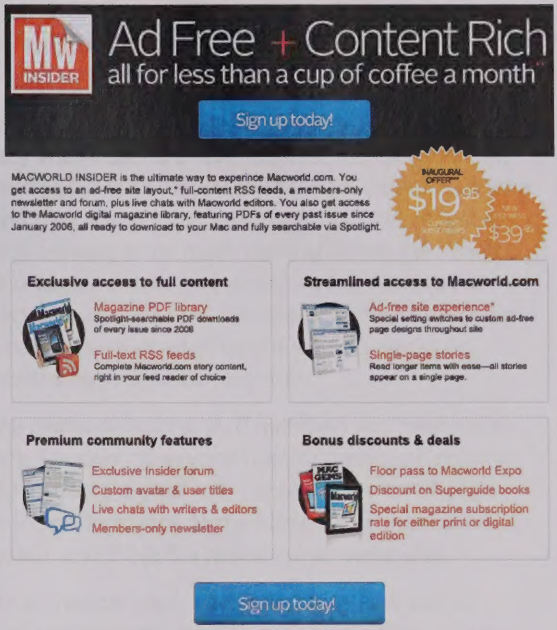
According to PCWorld|Macworld E-Commerce Director **Alisha Billingsley**, who managed the Insider project, Macworld competitors Ars Technica and Macsurfer offer similar club memberships, as do The Wall Street Journal, Forbes and ESPN. "These last three are not direct competitors but have seen success with this type of model. The difference is that we don't plan to wall off any content like, for example, the Journal does."

Macworld Insiders log in to Macworld.com as usual but, as members, automatically receive ad-free, single-page Macworld.com layouts; full-text RSS feeds; special offers and designation as a "community insider" with a special icon alongside their names in forum posts and access to online chats and events with Macworld editors. (See sidebar for more details on MW Insider membership.)

In coming up with the subscription price points, Scherzer said Macworld looked at some international benchmarks from IDG and other sites' subscription models and combined those with Macworld's existing pricing structures. "Basically, we took some of the things I learned when IDG Germany launched the paid-content Premium programs in 2004 for Macwelt, PC Welt, GameStar and TecChannel," Scherzer said. (See IDG World Update, March 1, 2004.) "We also looked at ArsTechnica's [http://arstechnica.com/] "Insider," ESPN [http://espn.go.com/] and The Wall Street Journal [http://online.wsj.com/home-page], asked our users for their opinions and did a lot of number crunching to make sure the business model would work."

Membership costs $39.95 per year. Current Macworld subscribers, both print and digital, can join for $19.95. Anyone joining Macworld Insider who does not already have a print or digital subscription to Macworld can get one at a reduced rate. Membership will auto-renew annually.

Macworld's previous experiments with paid content resulted in the popular AppGems iPhone app (http://tinyurl.com/37z8x7l) and several SuperGuide apps in Apple's AppStore, as well as digital eBooks and SuperGuides. "Users are willing to pay for content, convenience and being a part of a special community," Scherzer said, "and they feel good about supporting a brand that delivers great content and serves their needs well."



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Full-text RSS feeds
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Streamlined access to Macworld.com

Ad-free site experience*
Special setting switches to custom ad-free page designs throughout site

Single-page stories
Read longer items with ease—all stories appear on a single page.

Premium community features

Exclusive Insider forum
Custom avatar & user titles
Live chats with writers & editors
Members-only newsletter

Bonus discounts & deals

Floor pass to Macworld Expo
Discount on Superguide books
Special magazine subscription rate for either print or digital edition

Sign up today!

More than 1,500 members have already signed up for Macworld Insider.

Billingsley said there are currently 1,500 members less than a month into Macworld Insider's existence. "That's about what we expected but still very encouraging," she said. "Ideally, we would like to get upwards of 10,000 members, but since this is the first foray into this we are really just waiting to see how it will be received as we continue marketing and adding new features."

Member feedback has been positive, with one writing to say he thought Insider's features were "worth the $20 price. I already downloaded last month's magazine and have digitally flipped through it and find it excellent. My 45-year-old eyes are happy that I can now zoom into any part of the magazine to read tiny print."

Scherzer said traffic to Macworld.com is growing steadily at around 30% year on year. "We have over five million unique visitors on average per month. We did the math, though, and built out some business cases. The moment we might lose meaningful inventory on the main site we would generate so much additional revenue with our Insider subscribers that we could easily compensate."

The most challenging part of developing Macworld Insider, according to Billingsley, was working with a third party to set up the back-end payment and fulfillment system. "It was also a technical challenge to create an interface that allows a member to sign on to the site as they normally would but have it recognize them as an Insider. They are still visiting Macworld.com, but when they sign in we recognize them as a premium member and display their added site features accordingly."

continued on page 5

PCWorld home page

continued from page 1

that fresh content is highlighted and checking the various site metrics and heat maps throughout the day to ensure the home page is fresh and pointing readers to the most relevant stories.

IDG WORLD UPDATE

*Front row (L-R): PCWorld VP/Editorial Director **Steve Fox**, Senior Editor **Melissa Perenson**, Managing Editor **Kimberly Brinson**, Senior Associate Editor **Elsa Wenzel** and Assistant Editor **Ginny Mies**. Back row: Senior Editor **Anne McDonald**, Staff Editor **Patrick Miller**, Senior Editor **Jason Cross**, Senior Editor **Mark Sullivan**, Senior Editor **Tim Moynihan**, Editor **Ed Albro** and Staff Editor **Nate Ralph**. Missing from photo: Assistant Editor **Nick Mediati**.*

"It is definitely not a 'set and forget' operation," Fox said. "The editor on duty must monitor the metrics throughout the day and adjust content accordingly." Fox said the responsibility consumes a couple of hours each day including the weekends. To compensate, each editor gets a day off during the week following his or her tour of duty.

During the initial three-month round, the editor on duty would spend a few hours on Monday morning training his or her replacement, who would then take over that afternoon. "We found that sort of just-in-time training to be much more effective than trying to organize one large training session for everyone back in July," Fox said. "By the time their turn came around, much of what they'd learned weeks or months ago might be forgotten."

The response among staff members has been excellent, Fox said. "Everyone is enthusiastic and committed to doing a great job. People take a lot of pride in the performance of the home page under their watch, and there is a real sense of ownership."

On a practical level, having so many new sets of eyes watching the procedures and working with the tools has resulted in numerous improvements, Fox said. "It's an iterative process, and each successive programmer adds something to improve it."

Improvements have extended to the programming tool itself, Fox said. "Someone pointed out how moving the save button to the top of the page would make the programming process much more efficient, and that feedback gets passed along to our development team who will incorporate the modification into the tool."

Fox said the program has been so successful on so many levels that he plans to keep it going indefinitely.

For more information, contact Steve Fox at sfox@pcworld.com. WU

Macworld Insider

continued from page 4

"This is just the beginning," Scherzer said, noting that the Insider team did an "exceptional job in getting this complex project" up and running. "With mobile platforms, paid apps, the iPad and other tablets, I see more opportunities for subscription-based models, reader revenue and new services than ever. We have a profitable print business, over 50% of our revenues are digital and deliver a high margin, our mobile audience is growing very fast and now we can add new reader revenue streams and premium communities to our portfolio. These are exciting times, and not only for Macworld."

Contact Alisha Billingsley at abillingsley@pcworld.com. WU

MW Insider's editorial and development contributors

The key players behind the Macworld Insider scenes on the design and development side were **Christian McKeegan**, senior software engineer and lead developer of Insider; **William Xu**, senior software developer; **Sky Collins**, interface designer; **Aaron Jones**, CTO; and former Senior Web Designer **Jason Brightman**.

According to PCWorld|Macworld executive VP/general manager **Stephan Scherzer**, Macworld VP/Editorial Director **Jason Snell** "charted the course" on the editorial side and developed the first phase of the Insider content strategy. "He collected a lot of great feedback early on from his more than 15,000 followers on Twitter and ran reader surveys during the planning phase earlier this year to get as much input from the audience as possible." Macworld Senior Editor **Jonathan Seff** is Insider' day-to-day product manager.

"Insider is a reader-focused product and buy-in from editorial and editorial leadership is very important for future success," Scherzer commented.

noteworthy people

New employees

Klunk

Brian Klunk is **Network World**'s new Western regional account manager, Events. He was previously an events manager with The Caswill Group, where he sold sponsorships, managed accounts and assisted in the development of executive events of various sizes. He holds a B.A. in communications from Penn State University and enjoys music, film, spoiling his dog Oscar and following Penn State University football. He hit the ground running with Network World, starting "on Monday at 9:00 a.m. and by 11:00 a.m. was flying to an IT Roadmap event in Dallas." *bklunk@nww.com*

Heep

IDG Germany has hired **Michael Heep** as a key account manager, Online. He was previously head of new business with Zieltraffic AG and studied marketing communications at Germany's Institute for Marketing and Communication. In his free time he enjoys cycling, art and culture. *mheep@idgmagazine.de*

IDG World Expo has hired **Mikell Lang** as operations coordinator for the E3 and Macworld Expo events; he will be handling sponsorship deliverables and other operational aspects of the events. He was previously an operations manager with United Business Media where he worked on the Game Developers' Conference, Interop and the Software Developers' Conference. He holds a degree in rehabilitation counseling from Boston University. *mlang@idgworldexpo.com*

Transfers

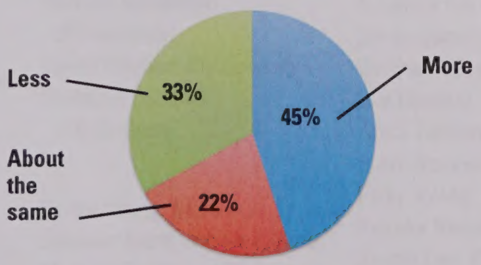
Share

Jonathan Share moves from his role at IDC U.K. as senior consultant, IDC Western European Software and Services to **IDC Framingham** where he will be consulting manager, Global Software Consulting. He holds an honors B.S. in business information systems from Leeds Metropolitan University in the U.K. and enjoys photography and travel. *jshare@idc.com*

Please send information for the Noteworthy column to world_update@idg.com.

Question of the Week results for Sept. 20

Compared to a year ago, how much time do you spend on social networks?



Log on to www.idgcentral.com to vote on this week's question:
Where do you most often use your MP3 player of choice?

IDG Media Kit resources, employee and brand Twitter lists are on IDG Central

IDG Total Portfolio

Two new resources have been added to www.idgcentral.com.

In the Corporate Communications section of the Resources tab, there is an array of digital files from the 2011 IDG Media Kit that business units can use as is or customize for their local markets. These include a one page handout, "IDG Total Portfolio," which is a convenient summary of IDG products worldwide based on images and text found in the 2011 Media Kit. This handout is adapted from a document created by IDG Germany.

There are also PDFs, InDesign source files, low-res and high-res graphics and text files for both IDG Media Kit brochures (Global Brands and Worldwide Category Leader). Be sure to scroll all the way down the page to see the complete listings.

Also on the Resources page is a link to lists of the Twitter accounts for IDG employees and IDG brands. Following and retweeting colleagues will lead to them getting more followers, and that leads to an overall higher profile for IDG publications and writers on Twitter. This is an evolving list; if you would like to suggest additions please send them to idgcentral@idg.com.

One on one

continued from page 3

of polishing and layers of editing. With blogging, news turns from hot to cold in a matter of hours. Today I have to find my story, write it, find or create art for it, copyedit it and post it myself, and if I take much more than two hours for the whole process, I've taken too long.

Q **What advice can you offer about successfully transitioning from print to online?**

A I highly encourage all print journalists to try blogging. It's a lot of fun, particularly interacting with the readers. But I definitely experienced a learning curve. My tips are: Give yourself some time. At first everything about blogging is foreign, from being able to write so fast to just figuring out what buttons to push in the blog platform. Within a few months all of this will become second nature, so don't give up too quickly. Second, it can at first be rough to read critical comments. But again, over time you realize that engaging gracefully in a dialog is a learned skill, and one that pays off as readers start to bring you news tips and add their own facts or anecdotes to your stories. My last tip is to have a strong voice in your blog. Be yourself, show yourself. If topics are of interest to you, you will write engaging posts and that's the best way to draw readers to you. WU

service [illegible]nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30

- Maria Doehler *IDG Germany*

25

- Tore Harald Pettersen *IDG Norway*

21

- Martin Wallström *IDG Sweden*
- John St. Martin *IDC*
- Asle Reium *IDG Norway*

20

- Andrew Ware *IDC*
- Hans Hausner *IDG Germany*

19

- Stefan Ueberhorst *IDG Germany*

18

- Juergen Hill *IDG Germany*
- Charlotte Kempe *IDG Sweden*
- [illegible]g Inge Karlsson *IDG Norway*

17

- Edith Hoellersberger *IDG Germany*
- Toralv Østvang *IDG Norway*

16

- Marcel Schaper *IDG Netherlands*

15

- Heidi Schwab *IDG Germany*
- John Daly III *IDC*

14

- Ursula Nehring *IDG Germany*

13

- Johanna Ambrosio *Computerworld*
- Jennifer McKean *IDG Research Services*
- Ryuta Nasukawa *IDG Interactive*
- Tanya Braitchouk *IDC U.K.*
- Krzysztof Arkuszewski *IDG Poland*
- Sarah Cervin *IDG Norway*
- [illegible]chito Kimura *IDC Japan*

12

- Ann Bednarz *Network World*
- Alexandra Mesmer *IDG Germany*
- Alexander Bauer *IDG Germany*
- Michael Schmeizle *IDG Germany*

11

- Doug Dineley *InfoWorld*
- Beate Woehe *IDG Germany*
- Anita Thiel *IDG Germany*
- Malte Jeschke *IDG Germany*
- Michael Eckert *IDG Germany*
- Christian Vilsbeck *IDG Germany*
- Bernhard Haluschak *IDG Germany*
- Mats Ståhlbröst *IDG Sweden*
- Dominika Marszycka *IDG Poland*
- Henning Meese *IDG Norway*
- Rajnish Arora *IDC Australia*

10

- Ricardo Villate *IDC*
- Tanja Braun *IDG Germany*
- Riem Sarsam *IDG Germany*
- Naomi Otsuki *IDG Japan*
- Morten Bratlie *IDG Norway*
- Michael Oreld *IDG Norway*
- Terje Edwardsen *IDG Norway*
- Noriko Moritomo *IDC Japan*
- Ryuchi Yokoyama *IDC Japan*

9

- Nicole Bergmair *IDG Germany*
- Alfred Baeder *IDG Germany*
- Keith Gaffney *IDC U.K.*

8

- Kjetil Fjellmann *IDG Norway*
- Bjørn Unnersaker *IDG Norway*
- Yasusuke Suzuki *IDC Japan*

7

- Jubert Alberto *IDC Philippines*
- Karen Rondon *IDC Philippines*
- Thomas Stroehlein *IDG Germany*
- Bernd Fischer *IDG Germany*
- Christian Schmidt *IDG Germany*

6

- Selina Wang *IDC China*
- Jennifer Sand *Network World*
- Michael Beilfuss *IDG Germany*
- Volker Tiemann *IDG Germany*
- Stefanie Heise *IDG Germany*
- Marcus Egger *IDG Germany*
- Matias Berardi *IDC Argentina*
- Juan Pablo Seminara *IDC Argentina*
- Sylwia Skrobisz-Stefanska *IDG Poland*
- Gerwin van Engelenburg *IDG Netherlands*

5

- Patrick Chan *IDC Singapore*
- Tom Kaneshige *CXO Media*
- Romina Adduci *IDC Argentina*
- Ricardo Gomes Faim *IDC Brazil*
- Jose Martim Juacida *IDC Brazil*
- Alfredo Magan *IDC Peru*
- Adrian Lloyd *PC Advisor*
- Joakim Arstad Djurberg *IDG Sweden*
- Eszter Morvay *IDC U.K.*
- Aneta Wozniak *IDG Poland*
- Bjørn Stockman *IDG Norway*

4

- Hye-Rim Kim *IDC Korea*
- Kimberly Knickle-Tierney *IDC*
- Matthias Weber *IDG Germany*
- Petra Seeser *IDG Germany*
- Ulrich von Kapff *IDG Germany*
- Agnes Froeschl *IDG Germany*
- Yuki Ishii *IDG Interactive/Japan*
- Atushi Watanabe *IDG Interactive*
- Jörgen Lindqvist *IDG Sweden*
- Linus Larsson *IDG Sweden*
- Hampus Lindberg *IDG Sweden*
- Jonathan Share *IDC U.K.*
- Alys Woodward *IDC U.K.*
- Paul Trotter *PC Advisor*
- Marlolein Sturk *IDG Netherlands*
- Miho Nogami *IDC Japan*

3

- Shawn Yip *IDC Singapore*
- Suzanne Hopkins *IDC*
- Søren Jensby *IDG Denmark*
- Dorthe Pedersen *IDG Denmark*
- Eva Ekedahl *IDG Sweden*
- Anna Ziolkowska *IDG Poland*
- Mark Novosel *IDC Australia*
- Philip Wong *IDC Australia*
- Rosalie Nelson *IDC Australia*
- Jerald Lee *IDC Australia*
- Patrick Lee *IDC Australia*
- Mel Yeh *IDC Australia*
- Joey Yen *IDC Australia*

2

- Ivy Tan *IDC Singapore*
- Uyen Phan *InfoWorld*
- Alexander Kuch *IDG Germany*
- Thomas Weiler *IDG Germany*
- Cristina Rivas *IDC Chile*
- Ellen Rotstein *Now! Digital Business*
- Reginaldo Dias *Now! Digital Business*
- Daniel Uggelberg Goldberg *IDG Sweden*
- Gabor Balicza *IDC Hungary*
- Piotr Waszczuk *IDG Poland*
- Ole Petter Stokke *IDG Norway*
- Hank Samnøy *IDG Norway*
- Monique Jansen *IDG Netherlands*
- Marieke van Ommen *IDG Netherlands*
- Bouke Dambrink *IDG Netherlands*

1

- Michelle Khemissi *IDG Switzerland*
- Karolin Pichler *IDG Germany*
- Yassin Chakhchoukh *IDG Germany*
- Maxi Gräff *IDG Germany*
- Katarzyna Drynko *IDG Poland*
- Mikolaj Poplawski *IDG Poland*
- Michael Dickinson *IDG Australia*
- Upul Jayasundara *IDC*
- Vera Hilbrink *IDG Netherlands*
- Imogen Stuart *IDG Australia*
- Veronica Li *IDG Australia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

celebrating 10!

Name
Barbara Duphily

Home
Taunton, Mass.

Joined IDG
July 28, 1999, as an Accounts Payable Supervisor.

Career path
Started as AP Supervisor still AP Supervisor!

What your job involves
I oversee the Accounts Payable Check Processing Department and the Automated Clearing House deposits. I do the monthly close of Accounts Payable and Fixed Assets for all business units. I'm also responsible for W-9s and the yearly production of the 1099s.

Best part of your job
The people I work with.

I joined IDG because
I did research on IDG and found it to be a solvent and successful company that also treated its employees well. As my last two jobs ended with mergers and bankruptcy, I certainly didn't want to go through that again.

What's kept you at IDG for 10 years?
The people I work with and for.

Interests outside the office
Gardening, reading, traveling, spending time with family and friends.

What talent do you wish you had
I wish I could sing or play an instrument.

Dream destination
Hawaii

Fantasy job
Running a unique gift shop that includes a café.

First job?
At the corner store working the ice cream counter.

Your idea of a perfect day alone?
Being on a beach with a good book and an umbrella in my drink.

Your last meal would be
Lobster, a salad, lobster, red wine, lobster and strawberry shortcake.

Favorite vacation spot?
Any place warm with a beach.

If you won the lottery tomorrow, you would
Pay off my children's homes and retire!

*IDG's **Barbara Duphily** joined IDG Chairman **Pat McGovern** at a dinner honoring her 10 years of service to IDG.*

Retirement dreams?
Half of the year living here in Massachusetts and the other half in South Carolina or Florida.

Manager's profile
"I still remember the day 11 years ago when Barbara and I interviewed each other for her position at IDG. I am glad that I passed the test because Barbara's dedication, work ethic, caring and commitment to her staff is admirable. Barbara's boundless energy never ceases to amaze me, whether it is directed toward a work project or zip lining in the mountains of New Hampshire. These past 11 years have gone by quickly for me. I am looking forward to sharing many more years of collaboration with Barbara."

— Sally Reinfeld, group controller,
IDG Corporate Services Group

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Ed Albro *PC World*
Alisha Billingsley *PCW|Macworld*
Julie Bort *Network World*
Steve Fox *PCWorld*
Stephan Scherzer *PCW|Macworld*
Siddharth Singh *IDG India*

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IDG World Update

4 OCTOBER 2010
VOLUME 40, NUMBER 33

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG Spain launches high-end consumer electronics title

2011 IDG Calendar Contest voting ends Oct. 8!
— see page 7

***Daniel de Blas** serves as editor-in chief of IDG Spain's new TechStyle publication. The title combines lifestyle, tech gadgets, science and more.*

Hoping to capture a portion of the significant budget most local advertisers continue to reserve for print, IDG Spain recently launched a consumer electronics magazine that combines coverage of the latest high-tech gadgets and digital lifestyle content. Called IDG TechStyle, its inaugural issue hit the newsstands in July.

"We saw that we had a chance to succeed with a high-end consumer electronics magazine, because the industry's and consumers' interest has shifted from the PC as the main focus of the IT market to mobile devices, gadgets and electronics, such as smartphones, high-end laptops and notebooks, tablets, iPods, intelligent TVs and audio systems," said **Daniel de Blas**, IDG TechStyle editor-in-chief.

The publication also has a website (www.techstyle.es) and digital editions for Zinio and iPad are in the works.

Defining the target audience was a key first step in the

continued on page 2

IDG Germany selected as media partner for IE 9 beta launch

Inside this issue

IDG Korea stages second successful MobileWorld event in Seoul *page 2*

One on one: IDG Sweden Chief of Mobile Services Pontus Jeppsson *page 3*

PCWorld Denmark launches Business Center *page 4*

IDG Australia staff bonds over Mexican cooking *page 5*

IDC's worldwide, regional IT teams share expertise *page 6*

Celebrating 10! IDG Australia's Davy Adams *page 8*

IDG Germany was selected as one of five exclusive launch partners in Germany for the release of Microsoft's beta version of Internet Explorer 9 last month. The company created a series of three showcases — one each on Gamestar, PC-WELT and TecChannel — that use HTML5 to enhance the user experience. Support for HTML5 is a key feature of IE 9. Microsoft will pay 300,000 euros (US$405,000) for the six-month campaign with IDG Germany.

"We presented Microsoft with a compelling concept in our showcases and a unique ability to target three distinct audiences — enthusiasts (PC-WELT), gamers (Gamestar) and IT specialists (TecChannel)," said **Sebastian Woerle**, head of sales for IDG Business Media. Staff used HTML5 to enhance Gamestar's video teasers, animate PC-WELT's slideshows and improve the usability of TecChannel's product capsules. Within the next month, several more showcases will be released and promoted as part of the program, Woerle said.

***Gunnar Lott**, director, new business, IDG Entertainment, explains the Gamestar showcaase to an attendee of the IE 9 beta launch.*

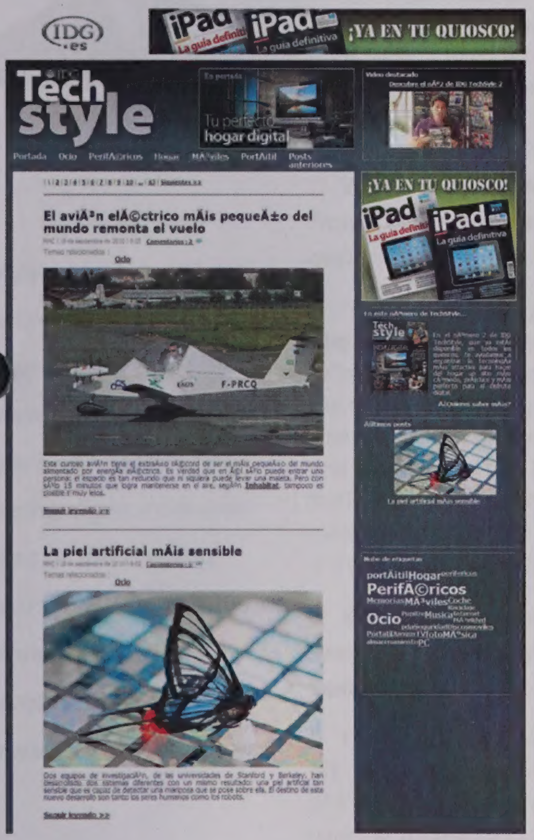
The showcases are presented on three microsites IDG

continued on page 5

TechStyle

continued from page 1

publication's development. According to de Blas, IDG Spain Country Manager **Manuel Pastor** didn't want to produce a low-end gadget magazine similar to two other Spanish publications, Stuff and Gadget. "Both are good magazines," de Blas said, "but we knew we have the best technology background and experience to offer a more interesting product," adding that Gadget is akin to a retail store catalog "with little information and full of cheap and not very good products," while Stuff offers "nice photography of products and models." Print Publications Director **Juan Ramón Melara** and de Blas worked to define a mix of lifestyle, technology, gadgets, science and practical content for higher-end readers interested in technology "but not solely in PCs or Macs but also cameras or AV systems or industrial design and engineering."



IDG .es

iPad La guía definitiva ¡YA EN TU QUIOSCO!

IDG Tech style

En portada

Tu perfecto hogar digital

Video destacado

Portada Ocio PerifÃ©ricos Hogar MÃ³viles PortÃ¡til Posts anteriores

El aviÃ³n elÃ©ctrico mÃ¡s pequeÃ±o del mundo remonta el vuelo

Ocio

La piel artificial mÃ¡s sensible

Ocio

¡YA EN TU QUIOSCO!

iPad La guía definitiva

La piel artificial mÃ¡s sensible

portÃ¡til Hogar PerifÃ©ricos MemoriasMÃ³viles Coche Ocio Musica TVfotoMÃºsica PC

The aim of IDG TechStyle, he said, is "to bring the fun of technology, electronics and the digital lifestyle to anyone who loves technology but doesn't like regular PC magazines or magazines that are focused on just one IT niche and who doesn't have eight hours a day to visit all the technology and electronics websites to be up-to-date."

De Blas said he and Melara studied other magazines like Popular Science because they wanted to include material about current science and future developments. "We also wanted to include very practical real-world content. Not too many people really know how best to use a browser like Explorer or Firefox, they don't know the basics of security and privacy on the Internet or in social networks or how to edit home videos or set up a home entertainment system."

The initial print run was for 30,000 copies to be sold on newsstands on a bi-monthly basis. "Our cover price is 5 euros [US$6.70], but we're currently offering a special price of 3.5 euros [$4.70] to match our competitors' price," de Blas said. "We haven't decided the final price yet, but this gives us the chance to increase to 5 euros, maintain the special offer or decide on an in-between price. Our initial plan was to be bi-monthly, but due to the response from readers we will be monthly soon, and we just started offering subscriptions."

De Blas said advertisers have also welcomed "a publication about electronics and lifestyle with no bikini models that is focused on their target audience." In addition to the usual suspects — laptop manufacturers, software developers and smart phone makers, De Blas said they are seeing interest from a new group of advertisers including manufacturers of cars, sporting goods, clothing, watches and so on — "advertisers we have not traditionally appealed to with our technology-only publications."

De Blas said the challenges IDG TechStyle faces are the continuing economic recession and the attendant reduction in advertisers' budgets, as well as having to differentiate itself in the market from other consumer and prosumer magazines. "But our advantages are clear: We have interesting, practical in-depth technology and scientific content from experts — but not for experts — looking at the best products so readers can both understand and have fun with technology."

For more information go to http://www.techstyle.es or contact Daniel de Blas at dblas@idg.es.

IDG Korea stages second successful MobileWorld event in Seoul

MobileWorld 2010
Openness & Collaboration
IDG
Date: September 7, 2010
Place: Grand Ballroom (5F), JW Marriott Seoul, Korea

With the tagline "Openness and Collaboration," IDG Korea held its second annual MobileWorld event in Seoul last month. According to **Katherine Park**, IDG Korea conferences and events VP, the one-day show drew 440 attendees, largely CIOs, VPs, directors and senior managers from telecom carriers, device manufacturers, OS and mobile data providers and application and software developers. Among the nine sponsors were SK Telecom, Korea Telecom and RIM.

IDG Korea at-a-glance

Established 2005
Location Seoul, South Korea
Chief executive IDG Japan CEO **Joji Tatsugi**
No. of employees 14
Web site www.idg.co.kr
2010 IDG-branded events Enterprise Security; Green IT, CIO Perspectives, Cloud and Data Center World, Digital Marketing and MobileWorld
2010 custom events IT Leaders Forum (for SK Telecom) and Open Cirrus Forum (for ETRI)

Park said MobileWorld is one of Korea's largest mobile events, and this edition offered 20 speakers and 15 conference sessions in one day. Speakers represented a variety of professional specialties, coming from local and international governments and enterprises. One conference track for mobile industry executives covered mobile ecosystems, the mobile cloud, the mobile web and security. A second track for CIOs and enterprise IT executives looked at enterprise mobility, virtualization and the mobile office. A panel of CIOs from successful enterprise mobility adopters discussed current problems, solutions and future issues to consider.

An attendee from HSBC called Mobileworld 2010 "a well-run event, thoughtfully put together and with an interesting and diverse range of speakers, both from the Korean telecoms industry and overseas."

For more information, contact Katherine Park katherine_park@idg.co.kr.

the interview

one on one

Pontus Jeppsson
The chief of mobile services at IDG Sweden is this week's columnist. Reach him at pontus@idg.se.

> ***"Apps are a great way to create buzz about our brand, but I believe that the extreme app hype that we're seeing right now will pass in the coming years, and more and more services will be accessed through the mobile browser."***

Q Does IDG Sweden have a mobile strategy in place? If so, how would you define it?

A IDG Sweden considers mobile and tablets to be absolutely crucial to our future as a media company. There are two aspects to this. First of all, our strategy is to provide our content in every channel that our audience expects to find it. Mobile today is a necessity, something that our readers demand from us.

The other aspect is that mobile and tablets are great platforms for us to try out new business models. It's proven very difficult to charge for content on the web since we've been giving away all our content for free for some time now, but in mobile and tablets the rules haven't been set. We have to take advantage of this and establish a new user behavior where valuable content costs money.

Q What kinds of traffic are your sites getting from mobile devices, and how much has that grown?

A Traffic is increasing dramatically to our mobile sites and apps, and we don't have to do very much to keep the growth going. It's just a consequence of the market expanding as more and more people buy smart phones and start using them to download apps and surf the Internet. In the last six months mobile traffic has grown from 2,400,000 to 3,500,000 page views per month. The highest growth rate right now is traffic from Android devices.

Q What kinds of mobile revenue gains have you seen over the past year, and what are your biggest sources of mobile revenue?

A The market for mobile advertising has finally taken off. We only had a few campaigns in the beginning of FY10, but now we're starting to see mobile ad revenue approaching decent levels. More than half of the total FY10 sales has taken place in the last quarter, and the orders for Q1 FY11 has already surpassed that.

That said I still want to emphasize the importance of reader revenue in this channel. For FY10 reader revenue is almost 50% of the total mobile revenue, and we aim at further increasing that share in FY11.

Q Your team is starting to redesign IDG's Sweden's network of mobile websites. What are the goals?

A While we see a huge amount of traffic to our iPhone and Android apps, we consider the mobile websites as strategically much more important. Apps are a great way to create buzz about your brand, but I believe that the extreme app hype that we're seeing right now will pass in the coming years, and more and more services will be accessed through the mobile browser. Basically I consider our apps a short-term investment, while mobile sites are more important in the long run. Also, by focusing too much on iPhone and Android we're missing out on a major part of the market: business users who (in Sweden, at least) to a large extent still uses Symbian or Windows Mobile-based handsets.

So this fall we're redesigning all of our mobile sites, and also launching a few new ones. We currently have 13 sites and after this project that number will be 21; all of our major online brands will have a mobile version. The goal for the redesign project is to improve user experience, create better possibilities for advertisers and to tie the mobile sites closer to our content management system, giving editors better control over their sites. And of course we hope that this will increase both traffic and ad revenue.

Q What are you working on for the iPad and other tablets?

A We're working on three different projects for the iPad. The first is a news reader app for IDG.se. It will be news and feature articles from all our IT publications with a user interface adapted for the iPad. This will launch in December and will have a subscription-based fee for the users. After a 10-day free trial period it will cost 39 SEK (US$5.70) per month or 299 SEK ($43) per year to use. We will also have one or two launch sponsors who will have the exclusive rights to all ad space in the app.

The second thing that we're doing is an iPad-adapted version of MacWorlds monthly magazine. Where the newsreader is a "lean forward" application with a lot of content and a fast pace, this project is all about creating a great "lean back" reader experience. The iPad is a wonderful environment for graphics- and image-based content like a traditional print magazine, and to that we can add video and other interactive elements. An issue of the iPad version of MacWorld will have the same price as the print edition, 79 SEK ($11.3) per issue, and we're also discussing with advertisers about exclusive sponsorships for the first three issues.

The third project is already up and running. We're selling PDF versions of 16 of our publications in a third-party magazine store for the iPad called Qiozk, which is a Swedish equivalent to Zinio. There are other similar magazine stores about to launch, and

continued on page 7

PCWorld Denmark launches Business Center site

How-to's, best practices, reviews target home offices and small businesses

Business Center tips

IDG Denmark's **Lars Jacobsen** had these suggestions for anyone considering launching a PCWorld Business Center.

1. Consider the local market. We found that several large international customers had SMB initiatives but nowhere to advertise — neither in our IDG portfolio or with any of our competitors.

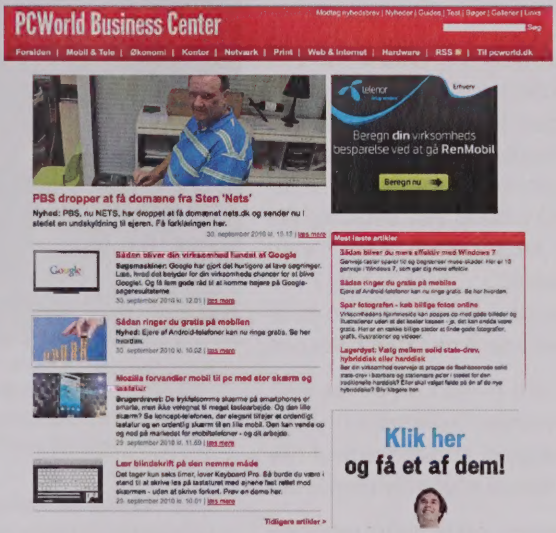
2. Your small or my small? We had several discussions to identify the relevant segment and what content to create for that segment. A small U.S. company is several times larger than a typical Danish company that has fewer than 10 employees.

3. Market it internally. For both journalists and the sales force, it's not just another segment or site, it is about attracting a new audience and potentially new advertisers. I've found that this is often the biggest challenge in any of the launches I've done, but one that is often underestimated during the planning phase.

4. Don't start from scratch. Reuse existing content and build traffic from existing sites.

Inspired by the success of PCWorld.com's Business Center, PCWorld Denmark launched its own version on Sept. 1 (http://bc.pcw.dk). The move retains PCWorld.dk as the largest Danish site for consumer IT and "it also lets us market the Business Center – which is instantly one of Denmark's biggest professional IT sites — toward a new segment of advertisers who were difficult to engage even though PCWorld attracted a lot of professional traffic," said **Lars Jacobsen**, who most recently served as PCW Denmark editor-in-chief and is now heading up online development for IDG Denmark.

Historically, about 30% of PCWorld.dk users have been IT decision makers. Vendors had been looking for an SMB/SOHO online marketplace in Denmark, "so it made sense to take existing low-value consumer traffic and split it into two segments to target a specific audience and specific budgets," he explained. "This is a part of our overall strategy to create vertical sites around specific subjects through our existing portfolio and develop them into actual sub-sites or sections if there is an audience or commercial basis for it."


PCWorld Business Center

Modtag nyhedsbrev | Nyheder | Guides | Test | Bøger | Gallerier | Links

Søg

Forsiden | Mobil & Tele | Økonomi | Kontor | Netværk | Print | Web & Internet | Hardware | RSS | Til pcworld.dk

PBS dropper at få domæne fra Sten 'Nets'

Nyhed: PBS, nu NETS, har droppet at få domænet nets.dk og sender nu i stedet en undskyldning til ejeren. Få forklaringen her.

Sådan bliver din virksomhed fundet af Google

Sådan ringer du gratis på mobilen

Nyhed: Ejere af Android-telefoner kan nu ringe gratis. Se her hvordan.

Mozilla forvandler mobil til pc med stor skærm og tastatur

Lær blindskrift på den nemme måde

Tidligere artikler >

Beregn din virksomheds besparelse ved at gå RenMobil

Beregn nu

Mest læste artikler

Sådan bliver du mere effektiv med Windows 7

Sådan ringer du gratis på mobilen

Spar fotografen - køb billige fotos online

Lagerdyst: Vælg mellem solid state-drev, hybriddisk eller harddisk

Klik her og få et af dem!

SMB/SOHO content is now under the Business Center umbrella. PCWorld Denmark still functions as the hub for stories, but several stories a day are redirected to the new site, and the very popular PCWorld RSS feed is now merged with the Business Center. The PCWorld RSS feed is part of Google's iGoogle page for Denmark, which attracts so much traffic that about 25% of PCWorld Denmark's traffic originates from it.

IDG Denmark put its own twist on the U.S. Business Center concept by targeting smaller companies — fewer than 20 employees — with little or no IT infrastructure, and focusing content on how-to's, best practices, and hardware/software reviews within the site's main areas: mobile phones, accounting, office, network, printers, Web and Internet services and general hardware (such as laptops). IDG Denmark recently reorganized its use of freelancers, so no additional editorial resources are needed for the site.

Unlike PCW U.S.'s Business Center audience, Jacobsen said the Danish target group had little interest in white papers. However, the team is considering publicizing white papers through its upcoming bi-weekly newsletter that teases content from the site. Jacobsen expects that the newsletter will attract at least 5,000 subscribers during its first month.

Analytics show that so far the total number of page impressions remains the same, with PCWorld.dk's average monthly traffic of 2.5 million PIs now split between the two sites. The staff considers the first month to be a soft launch, and an aggressive sales effort is now under way.

Currently, Jacobsen said there's no direct competitor with content that targets the same audience from a technological and business perspective.

Write to l.jacobsen@idg.dk. WU

Behind the scenes

Line Orskov, who moved from CW Denmark editor-in-chief to IDG Denmark editor-in-chief as of Oct. 1, is heading up the Business Center now that it is live. Her role is to define and fine-tune the content in conjunction with the staff and build the audience beyond what the site gets from PCWorld.

Lars Jacobsen steered the Business Center's launch in his role as PCWorld Denmark editor-in-chief. He is now focusing on heading up online development for IDG Denmark, working on audience development and growing the business as well as programming, and spending part of his time as consumer editor on all IDG Denmak brands.

IDG Germany

continued from page 1

*Key staff involved in the Microsoft IE 9 project pose with Dr. Oliver Blanchard, head of online, Microsoft Germany (center), at the Hamburg launch event for the beta version of IE 9. L-R: **Sebastian Woerle**, sales director, IDG Business Media; **Gunnar Lott**, director, new business, IDG Entertainment; Dr. Blanchard; **Sandra Holleber**, senior key account manager, IDG Business Media; and **Joerg Breit**, website coordinator, IDG Business Media.*

Germany created for the campaign. In addition to a variety of information regarding HTML5 technology, new IE 9 features, video previews and interviews, site visitors are also able to download an exclusive IDG Germany version of IE 9.

A team from IDG Germany was invited to participate in the Sept. 15 launch event in Hamburg, where the showcases were promoted and received a good deal of media coverage, Woerle said. "We were mentioned in the official press release as one of Microsoft's official launch partners, we were included in an article about the launch that appeared in Handelsblatt (a leading German business newspaper) and our showcases continue to be promoted through a teaser on Microsoft's site," Woerle noted.

In order to build the showcases, IDG Germany's development team was given access to the IE 9 developer's kit during the month of August. "This exclusive access to Microsoft's developer team and the ability to launch our showcases on the day IE 9 launched globally garnered very positive feedback within our user base," noted **Gunnar Lott**, director, New Business, IDG Entertainment. "Collaborating with the Microsoft team on such a project brought our understanding and relationship to a new level."

"We are very confident that we can build on our newly strengthened relationship with Microsoft to win further business in upcoming programs such as the Windows mobile launch," Woerle said.

For more information, contact Sebastian Woerle at swoerle@computerwoche.de.

Culinary exercises build IDG Australian colleagues' rapport

IDG Australia went to Mexico for a team-building exercise, at least for the afternoon. Last month, the staff learned how to cook Mexican food at a Sydney culinary school, making tortillas, guacamole and more from scratch.

"It was a rip-roaring success," said IDG Australia Managing Director **Davy Adams**. Cooking lessons were preceded by a company meeting, complete with Mexican music ("to get people in the swing for the Mexican cooking," Adams said) and Coronas ("I find company meetings are much more fun with beer.")

Salud!

*(L-R): Enterprise Senior Graphic Designer **Vanessa Lyons**, Director of First Impressions **Ann Hall**, Enterprise Journalist **Chloe Herrick** and Enterprise Journalist **Lisa Banks**.*

*(L-R): Australian Reseller News Graphic Designer **Fletcher Guniness**, Australian Life Sciences Advertising Manager **Ric Hudson** and Australian Reseller News Associate Publisher **Jessica Ross**.*

noteworthy people

New employees

Ooi

Ooi Hui Long joins **IDC Singapore** as project manager, Financial Insights Events. Previously in marketing communications with Atos Origin, he will be responsible for content development and coordinating event speakers for Asian Financial Services Congress and other custom or proprietary Financial Insights events. He holds a B.S. in business computing and information technology from the University of Wales. *hlooi@idc.com*

Jimenez

IDC Singapore has hired **Daniel-Zoe Jimenez** as a program manager, Application Software, charged with driving the company's CIS and custom research in the application software market. He has 10 years' experience in market intelligence, having worked for such companies as Datamonitor, Accenture and Fujitsu. He holds a B.A. in philosophy and enjoys traveling, meeting new people and learning different cultures and languages. *dzjimenez@idc.com*

Cheng

Also new at **IDC Singapore** is **Reynilda Cheng**, client service representative, Sales. She previously worked in banking as a customer service representative and holds a B.A. in accountancy from the Philippines' University of Santo Tomas. In her free time, she enjoys logical and mathematical reasoning. *rcheng@idc.com*

Leanne Rabitor is **IDG World Expo**'s new executive assistant, a title she also held at her previous employer, Ticonderoga Capital where she worked with two venture capital partners and the CFO. She holds a B.S. in earth science and geography from Worcester (Mass.) State College and enjoys yoga. *lrabitor@idgworldexpo.com*

Senior Research Analyst, EMEA, Mobile Consumer Services **Rosalind Craven** comes to **IDC U.K.** from Business Monitor International where she was senior telecoms analyst responsible for writing daily analyses of news and other issues affecting the telecoms markets of the Middle East, Africa and Western Europe. She holds a B.A. in Arabic from the University of London's School of Oriental and African Studies. Currently training for the Amsterdam Marathon this month, she also practices yoga and belongs to a monthly book group. *rcraven@idc.com*

Returning employees

Savage

Helen Savage returns to **IDG Global Solutions EMEA** in the U.K. as associate director, International Sales; her previous title there was international sales manager. After a year spent traveling in the U.S. and Asia Pacific, she worked as a planner buyer at an advertising agency in Sydney ("it's definitely better on our side of the fence!") and then at Incisive Media in London as key accounts manager. A graduate of the U.K.'s Nottingham Trent University she holds B.A. in communication studies and an M.A. in film studies. She is "the proud parent of a 23-month-old girl called Mabel who takes up most of my time outside the office. I love hanging out with her; every moment at this age is magical." *helen_savage@idg.com*

All business units are welcome to send information about promotions, new employees, returning employee, transfers and employee awards or speaking engagements to world_update@idg.com. For promotions, excerpts can be made from internal announcements.

Staff from IDC's worldwide, regional IT teams meet in Czech Republic

IDC's developers and quality assurance specialists discussed how they can leverage their colleagues' work.

IDC's far-flung regional and worldwide IT teams made the most of a rare opportunity to gather in one location for technical training and to discuss priorities, IT processes and current and future projects. IDC Worldwide Development Manager **Radomir Svancer**, assisted by IDC CEMA HR Representative **Zuzana Simkova**, coordinated the three-day meeting for 37 developers and quality assurance specialists last month in Mikulov, Czech Republic.

IDC's worldwide IT department is headquartered in Framingham, Mass., and has employees in two locations in the Czech Republic and in Bangalore, India. IDC also has regional IT teams that support the local regional infrastructure and are based in Asia/Pacific, Latin America, EMEA, Canada and Japan.

Though the various teams work together frequently, and the worldwide team uses teleconferencing and videoconferencing daily, many of those at the meeting had never met each other in person before. Attendees represented IDC offices in the U.S., Czech Republic, India, Singapore and Brazil. "By having the regional and worldwide teams together we were able to identify areas where one team can leverage the work of another," said IDC CIO **Mitchell Rose**.

The meeting also included communication training to assess how people work together in teams and within groups. Attendees completed a survey on their personal and group working style, and outside experts analyzed the results, evaluated each team's profile and developed an action plan to improve communication and collaboration.

Looking ahead, the regional and worldwide teams will be working on an enhanced global repository of analyst information (biographies, photos and specialties); rolling out SalesForce.com to non-U.S. offices and modifying IDC's legacy CRM systems; and introducing new product management and publishing systems.

Write to mrose@idc.com.

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Rune Antonsen *IDG Norway*

22

Frank Gens *IDC*

18

Martin Kybal *IDG Czech*
Vera Batorova *IDG Czech*

14

Lars Goransson *IDC Canada*
Frank Johnsen *IDG Norway*
Jitka Vyhlidkova *IDG Czech*

13

Petr Mandik *IDG Czech*
Mitchell Rose *IDC*

12

Regena Marie Adams *IDC*
Mark Anderson *IDG Enterprise*

1

Jan Zhang *IDG China*
Dorota Konowrocka *IDG Poland*
Al Gillen *IDC*
Bill Casey *IDC*
Hanh Nghi *IDG Strategic Marketing Services*

10

Mikael Lindkvist *IDG Sweden*

9

Mónika Babinecz *IDG Hungary*
Andrea Bohn *IDG Hungary*

7

Cathy Cheng *IDG China*
Alexandrina Boariu *IDC Canada*
Akihiko Otsuka *IDG Japan*
Pavel Louda *IDG Czech*

6

Judit Kovács *IDG Hungary*
Christina Carstensen *IDG Global Solutions EMEA*
Lukas Erben *IDG Czech*
Claus Mortensen *IDC Hong Kong*

5

László Bata *IDG Hungary*
Kelvin Tse *IDG Australia*
Nick Sundby *IDC U.K.*
Hideo Wada *IDC Japan*
Chris Fauble *IDG*
Ellen Daly *IDG Enterprise*

4

Steve Yang *IDC Canada*
Chris Jager *IDG Australia*
Brad Deutsch *IDG U.K.*
Sudheer Gundanna *IDC India*
Ebenezer Obeng-Nyarkoh *IDC*
Valerie Potter *Computerworld*
Thomas Lupien *IDG*
Amy Freeman *IDG Enterprise*
Justine Wallace *IDG Enterprise*

3

Britta Lijegren *IDG Sweden*
Kaoru Fukuda *IDC Japan*
Andreas Udo de Haes *IDG Netherlands*
Steve Dodman *CXO Media*
Andrea List *CXO Media*
Farah Forbes *InfoWorld*

2

Christine Wang *IDG China*
Nick Corrigan *IDC U.K.*
Robbert Brus *IDG Netherlands*
Felipe Rosa *IDC Brazil*
Luke Fang *IDC China*
Mandy Chung *IDC Taiwan*
Ankur Tarnacha *IDC*
David Potterton *IDC*
Evelyn Gonzalez *IDG Enterprise*
Kyra Albanese *IDG Enterprise*
Nicole Jalbert *IDG Enterprise*
Brian Gleason *IDG TechNetwork*

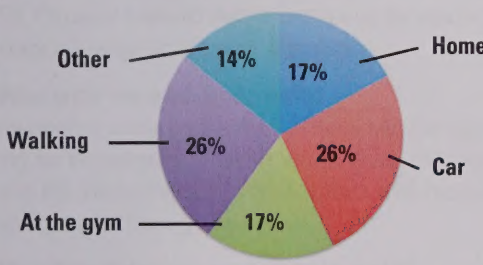
1

Amanda Zhang *IDG China*
Heidi He *IDG China*
Sun-young (Clare) Eom *IDC Korea*
Devtar Singh *IDC Malaysia*
Alvin Hosanna *IDC Singapore*
Campbell Simpson *IDG Australia*
Marcel Rodrigues *Now!Digital Business*
William Marchiori *Now!Digital Business*
Carla Montesinos *IDC Peru*
Evandro Maciel e Silva *IDC Brazil*
Melanie Koch *IDG Germany*
Andre Viera *IDC*
Jindrich Amaldas *IDC*
May Au *IDG International Publishing Services*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column may send information to world_update@idg.com.

Question of the Week results

Where do you most often use your portable music device of choice?



Log on to www.idgcentral.com to vote on this week's question: **While at work, when taking notes by hand, what kind of paper do you prefer?**

One on one

continued from page 3

we will publish our content in all such market places that are relevant. And we definitely see an interest from our readers for this: even though the iPad still hasn't started selling in Sweden (Apple is expected to release it here in November) we're selling 15–20 copies in Qiozk every day! Our prices in Qiozk are at about 70 to 80 percent of the print edition, ranging from 49 SEK ($7) to 75 SEK ($10.70).

The business model for all three is a combination of reader and ad revenue. We've made a decision early on that with everything we do for the iPad there will be some sort of fee for the user. Like I said before, this is the perfect opportunity to start charging for content, and create a more sustainable business model for publishing in the digital age. WU

Calendar Contest voting ends Oct. 8

on't miss your chance to vote for the 12 photos you think should be n the 2011 IDG Employee Photo Calendar! Go to www.idgcentral.com and click on the calendar contest link on the home page. You will need to access the legacy IDG Central site to vote. When you get to the prompt, enter your first name (space) last name for the user name, and your regular IDG Central password.

IDG Media Kit digital files available

Go to IDG Central (Resource tab, Corporate Communications section), for an array of digital files from the 2011 IDG Media Kit that business units can use as is or customize for their local markets. These include a one-page handout, "IDG Total Portfolio," which is a convenient summary of IDG products worldwide based on images and text found in the 2011 Media Kit.

celebrating 10!

Name
Davy Adams

Home
Sydney, Australia

Joined IDG
August 1998

Current title
Managing Director. I have four sets of customers: my colleagues, our audience, our advertisers and my boss. My job is to simultaneously keep as many of them happy as possible without losing my mind completely.

Three things I do in a day's work
Talk with customers, talk with colleagues and gaze intently at spreadsheets in the hope that somehow a formula may be wrong that, when corrected, will add an extra zero onto our revenues.

Best part of your job
We have great people at IDG all around the world. Working with talented, enthusiastic people is a real inspiration and a pleasure.

One thing you'd change about IDG?
I'd really like to leverage our branded international traffic more effectively. The IDG Tech Network is a step in the right direction in terms of a platform but we need to find a way to monetize our non-local traffic at the same rates we do our local traffic.

Best compliment you've ever received on your work?
Winning the IDG Chairman's Cup was a tremendous honor.

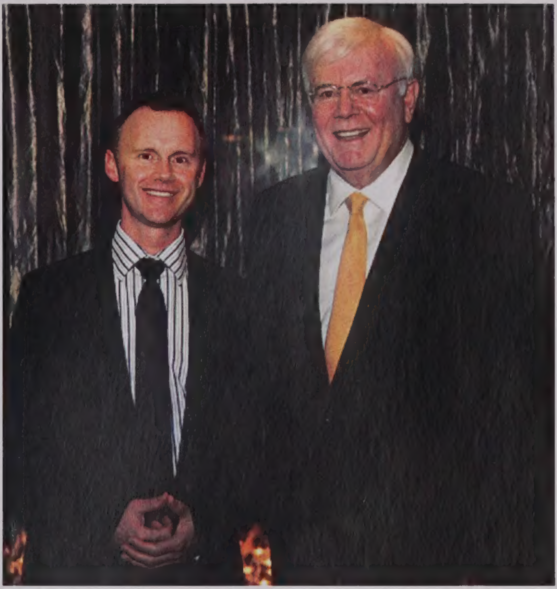
Most memorable adventure?
A 10-day kayaking trip through the Yasawa Islands in Fiji. I'd never kayaked before and it was exhausting and crazy but what an amazing experience.

What is the last good deed you did?
I support a range of charities — the Smith Family's learning for life program, I have a World Vision sponsor child and the World Wildlife Fund. It sounds a bit hippyish but you get a lot from giving.

Most difficult decision you ever had to make?
During the global financial crisis we had to let quite a few people go. It was a horrible, horrible time for everyone.

First job?
Mowing my neighbor's lawn. It took four hours in the searing heat of the Australian summer and she had six Irish Setters that would occasionally run up and bite me. Eventually 20 bucks didn't cut it and I quit.

What it taught you?
Watch your back!



*IDG Australia Managing Director **Davy Adams** (l) was the guest of IDG Chairman **Pat McGovern** at a dinner honoring his decade of service to the company.*

Your idea of a perfect day alone?
Coogee Beach, snorkel and fins.

Most prized possession
My health.

Favorite gadget
I have a beautiful little Sony Vaio X series notebook. Our IT manager sneeringly calls it a 'netbook' and says I only got it because the silver color matches my car. But it's the size of an iPad but with a hard disk and keyboard (so no grubby paw prints on the screen) and it weighs less than an issue of CIO magazine.

Your last meal would be
A two-hundred-course tasting menu with each course served in a different country. That should drag it out long enough for me to die a natural death.

Retirement dreams?
I actually like working. I like contributing to the world and I think that keeps you engaged and anchored. So for me, "retirement" would be less about not working and more about scaling back to a few days a week and being more focused on the local community. Of course that local community would probably be a tropical one in North Queensland.

Manager's profile
"Davy Adams' success at IDG has been nothing short of spectacular. Last year, his first as Australian managing director he won the Chairman's Cup for outstanding managerial performance. Nobody has ever done that before. This year he is coming in about 85% ahead of plan. And on top of these professional accomplishments, he has a great sense of humor and is a pleasure to work with."

— David Hill. president & CEO, IDG Intl. Publishing Services

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Arancha Asenjo *IDG Spain*
Lars Jacobsen *IDG Denmark*
Pontus Jeppsson *IDG Sweden*
Katherine Park *IDG Korea*
Søren Queitsch *IDG Denmark*
Mitchell Rose *IDC*
Sebastian Woerle *IDG Germany*

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IDG World Update

11 OCTOBER 2010
VOLUME 40, NUMBER 34

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

DEMO Fall creates buzz in Silicon Valley

Would-be demonstrators up more than 20% over last year

Twenty was the magic number for this year's DEMO Fall 2010, held last month in Santa Clara, Calif. Not only was it the 20th anniversary of the semi-annual event where innovative IT products debut before investors and the press, but event organizers said the number of companies applying to present their products at the show was up more than 20%.

"It is a reflection of a recovering economy and more funding being available for start-ups as well as excitement about DEMO Fall being held in Silicon Valley for the first time," said **Neal Silverman**, senior vice president & general manager of DEMO. (Last year's DEMO Fall was held in San Diego; DEMO Spring was in Palm Desert, Calif.) "Companies choose DEMO to launch their products because of the event's reputation in the industry and the access it provides to investors and the press."

STEPHEN BRASHEAR

*DEMO Executive Producer **Matt Marshall** (l) and SVP & GM **Neal Silverman** on the DEMO Fall 2010 stage in Santa Clara, Calif.*

DEMO Executive Producer **Matt Marshall**, who is also founder and CEO of VentureBeat.com, a news site for venture capitalists and entrepreneurs, selected the final 66 companies chosen to demonstrate their products. His search criteria involved "looking for disruptive products that will hopefully go on to define new IT categories and markets."

continued on page 4

Inside this issue

Network World launches ABCs of IT video series *page 2*

CW Poland's IT Leaders event finds new revenue source *page 2*

One on one: IDG Netherlands Managing Director Lennard Hoogenraad *page 3*

ARN journalist wins stint at IDG News Service for outstanding performance *page 7*

CW and Techworld in U.K. restructure edit teams

New online team created; Computerworld site also introduces redesign

A recent overhaul of the editorial departments of IDG U.K.'s online Techworld and Computerworld, as well as a redesign of the latter's site, has paid the hoped-for dividend in an upshot in traffic on both sites.

According to **Marcus Wilkinson**, IDG U.K. B2B publishing director, Computerworld and Techworld had two separate teams of editors, both covering a large variety of daily tasks. However, they did not have "the time to really focus on any specific area," he said. "In some cases, it was inefficient as there was duplication across the teams; in some others it meant tasks simply did not get the desired amount of time spent on them."

Wilkinson

The editorial restructuring was designed to provide a way to encourage expertise in all the areas needed to be a successful IT site. "We restructured the teams in a way that split responsibilities and created specialists for the many challenging tasks required on a day-to-day basis," Wilkinson said. "This enabled our writers to focus on producing great content while working alongside a new team that specializes in maximizing the return from our content through a variety of tactical initiatives such as social bookmarking, community threading and SEO optimization."

The creation of the separate online team was the cornerstone of the restructure. "They work closely with the traditional editorial department and help manage the creation and distribution of content," Wilkinson noted. The team also manages such elements as poll

continued on page 5

NetworkWorld.TV's ABCs of IT offers light-hearted take on complex ideas

(L-R): ***Matt Hamblen**, **Keith Shaw**, **Linda Gorgone** and **Chris Bresnahan** pose with some of their puppets during a break in the taping of a recent episode.*

Say you're an IT pro needing to brush up on an unfamiliar concept. Or perhaps you need to educate a customer or a colleague. Where can you turn for a quick, informative — and yes, fun — explanation of some of the industry's most talked about terms? One place is NetworkWorld.TV's new ABCs of IT video series.

IDG Enterprise Multimedia Content Editor **Keith Shaw** hatched the idea for the puppet-based series after watching ABC.com's Lost Untangled videos, which used a puppet version of Dr. Chang to explain each week's episode. "I wanted to try something that would be both educational and entertaining," he said. "Puppets seemed like a fun way to go."

***Chris Bresnahan** captures the action for a new episode.*

Shaw, who spends about two hours writing the scripts for each three- to four-minute video ("comedy is a lot harder than it looks!") enlisted the help of colleagues **Matt Hamblen**, IDGE senior writer, and **Linda Gorgone**, IDGE office services manager, to provide the voices for IT Jinglehopper (you can call him Neal) and Jackson, his trusty assistant. **Chris Bresnahan**, multimedia producer for the IDGE Online Operations Group, films each episode and IDGE Senior Designer **Stephen Sauer** provides the opening animation and various bits of B-roll.

To date, the group has produced four segments in the 26-episode series. Currently available are videos featuring the letter "B" (BotNet) and the letter "U" (Unified Communications). Two more segments focusing on the letters W and A were filmed last week and should be available this month. Shaw says he's compiled a working list of terms for each letter of the alphabet, though a couple — X and Y for example — have proved tricky.

Shaw said he hopes to speed up production of these segments with a goal of producing eight per quarter.

You can view the videos at www.networkworld.com/video/.

Computerworld Poland's IT Leaders event finds new revenue source

*IDG Poland Publishing Director **Krzysztof Frydrychowicz** (second from left) with the IT Leaders award honorees.*

Computerworld Poland put a new twist on its well-established IT Leaders conference and awards gala, now in its 14th year, by incorporating a new financing source: paid attendance for the conference — previously free for a qualified audience — which was expanded from one day to two. The event, held last month in Warsaw, focused on change management in IT and drew 150 high-level IT managers and 250 for the evening gala.

As a result of the new pricing structure, along with support from major underwriters HP and Intel and eight additional sponsors, including, for the first time, the Polish edition of the Harvard Business Review, the event was even more profitable than the 2009 edition.

> As a result of the new pricing structure ... the event was even more profitable than the 2009 edition.

IDG Poland Events Manager **Przemyslaw Gamdzyk** said the revamped event gave new opportunities to sponsors, including improved signage and branding during the conference and a chance to organize separate sessions to meet attendees and position themselves as change partners. Attendees who had to travel also said they appreciated "better time ROI" with a substantive two-day event.

Virtually the whole CW Poland team contributed ideas for the conference, especially suggestions for good speakers, Gamdzyk said. He credited interviews with select CIOs during the planning process to help them craft a "first class agenda" for the conference, which was tied more closely than ever before to the IT Leaders awards competition. The awards recognize companies and institutions that have implemented outstanding IT projects.

The IT Leaders contest required nominees to fill out a detailed questionnaire, developed in conjunction with Ernst & Young. A jury of CIOs, association executives and other experts led by Computerworld Poland Editor-in-chief **Andrzej Gontarz** and IDG Poland Publishing Director **Krzysztof Frydrychowicz** chose the projects based on organizational excellence, innovation, coherent strategy and IT's impact on increasing business value.

The awards gala recognized the three finalists in each of six categories, such as banking and finance, utilities, the public sector and health care, as well as the overall winner in each.

Launched in October 1990, Computerworld Poland has long been the country's leading IT weekly.

Write to przemyslaw_gamdzyk@idg.com.pl

the interview

[illegible]ne on one

Lennard Hoogenraad
The managing director of IDG Netherlands is this week's columnist. Reach him at lhoogenraad@idg.nl.

"All brands will have a mobile version of their [illegible]ebsite (m.<brand>.nl) and a basic app for each of the platforms with basic (headline) functionality. The goal for our three major brands is to be — within their respective segment — the number one choice for users looking for relevant content or contacts (leads, communities, etc.) on mobile devices by the end of 2011."

Q How is IDG Netherlands approaching the opportunities presented by mobile, both in terms of a delivery platform and ad sales?

A We brought together a mobile taskforce to develop our "Vision on Mobile." First of all, IDG Netherlands will focus on smart phones and tablets and within these on a limited number of mobile platforms. These platforms are — besides the mobile websites — Apple OS and Android. We are still contemplating whether we should develop pure-play apps or if we could create a "shell" for each of the platforms in which a web app would run. HTML5 offers the possibility to have the web app behave and act similarly to an app that was completely developed on the specific platform.

All brands will have a mobile version of their website (m.<brand>.nl) and a basic app for each of the platforms with basic (headline) functionality. The goal for our three major brands is to be — within their respective segment — the number one choice for users looking for relevant content or contacts (leads, communities, etc.) on mobile devices by the end of 2011.

Ad sales is integrated within the sales teams where mobile is one of the elements that we can offer in our solutions. There are different models to be explored ranging from RSS-like ads all the way to sponsored apps and everything in between.

Q Are you focusing on developing applications for the iPad and/or other tablet devices?

A Yes. As noted, we decided to have basic presence for all brands — on the relevant app platforms mentioned earlier — with basic content (headlines and intro only).

For each of our three flagship brands we will develop an app that fits the unique characteristics of the specific brand and that adds value for the user. For Zoom.nl for example, the main thing is the community of photo enthusiasts and the way they interact and give each other feedback on photos, cameras, locations, etc. For Webwereld it's IT news and people commenting on that news and on each other.

On a more ad hoc basis we look to build new apps as spin-offs from the brands; either event or sales driven (sponsored apps). New brands can also be developed, for example, Techfish, an iPad app that will have hopefully hit the iTunes App Store by the time you read this article. It is a great (looking) news service that uses all the content from all our brands and is meant as a learning experience for IDG Netherlands.

Q Are there any publications out there that you look to as role models for how to present publications on the iPad? What are they doing right?

A All publishers are looking for the best and most effective way to get their publications on the iPad. Some publish straight — or slightly enhanced — PDF files of the original pages and some have an iPad publication that is produced separately. A good example of the latter is Wired. The reading experience is optimized for the iPad, and the content is enriched with video, links and interactive images and info graphics, which I really like. On the downside there are a lot of extra costs to produce this iPad version in addition to the regular issue, and the file size is huge.

Q What, if any, are your plans regarding making your print titles available on the iPad and other such devices?

A We will do some experimentation over the next couple of months to see if there's any market for our publications on mobile (tablet) devices. The Dutch-language area (mainly The Netherlands and the Flemish part of Belgium) is, with 23 million native speakers, relatively small. Therefore we will not see many additional downloads from abroad as English-language publications tend to have. IDG Netherlands will try the enhanced PDF variant as a first instance, and we are investigating an off-the-shelf solution (Adobe or Woodwing, for example).

Q How "mobile" are you yourself?

A Just a little too much sometimes, I think. I never leave home without my Blackberry. I would love an iPhone 4 because of the many available apps and because it's the best experience in navigating and web browsing. Unfortunately, it's the worst experience in typing long(er) e-mails. I usually have my iPad around that I use for web browsing, reading, games and mail. Even when I'm sailing I carry a waterproof Samsung mobile around.

Q What role does social media play both in terms of connecting with your readers and providing solutions for your customers?

A Social media, and particularly Twitter, is important. Most of our brands have Twitter accounts where we push out headlines and links to the original content. Besides that, some of our editors have large networks where they also publish tweets on IDG content. Twitter (and LinkedIn and Facebook) can also be used for subscription offers — for example: "Zoom.nl, Holland's

continued on page 6

DEMO Fall

continued from page 1

DEMO
DEMO
DYNAMICS INC
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One Million in IDG Media

STEPHEN BRASHEAR

DEMO Executive Producer ***Matt Marshall*** *(far right) joins the winners of the DEMOgod awards and the People's Choice award on stage.*

Finalists were categorized into IT market segments such as Enterprise, Social and Media, Cloud, Mobile and Consumer.

Demonstrator firms, which came from 11 countries, were given six minutes to show their products before an audience of more than 650 investors and corporate buyers, as well as 120 members of the international press — and no PowerPoint presentations are allowed. Marshall also selected 10 early-stage or pre-launch companies to make 90-second AlphaPitches of their prototypes. These companies paid US$5,000 for the opportunity to participate, compared with $18,500 from each of the 66 companies chosen to give longer DEMO presentations.

In addition to the product demonstrations, Marshall conducted interviews with industry luminaries such as SAP CEO Bill McDermott, Twitter Co-founder and Chairman Jack Dorsey and LinkedIn CEO Jeff Weiner.

Although DEMO's industry reputation "certainly helps out in our marketing," Silverman said, IDG Enterprise markets DEMO in a variety of ways. "Coming to Silicon Valley for the first time, we launched some new messaging: 'DEMO Unites the Tech Ecosystem.' We wanted to promote the idea that DEMO is where entrepreneurs, investors, media and buyers converge to take the most promising products from concept to customers."

In addition to year-round outreach to DEMO alumni firms, a strong network of venture capital partners and "constant communication" on DEMO's Twitter, Facebook, LinkedIn and DEMOblog, Silverman said the DEMO marketing team executed some "guerrilla" marketing efforts by creating posters about the DEMO conference and hanging them in coffee shops, stores and popular retail spots in Silicon Valley frequented by DEMO's target audience. "We also ran a two-and-a-half-week radio advertising campaign in the San Francisco Bay Area to increase awareness on a broader level about DEMO coming to Silicon Valley," Silverman said.

The marketing team also pushed an "IT Buyer" aspect of the conference in an effort to attract CIOs to the conference, "as they are ultimately a key factor in the success of tech startups," Silverman said. "To reach this segment, we initiated a new program called CIO@DEMO, which consisted of a panel discussion during the conference called 'Revenue Secrets: How Enterprise CIOs Buy Emerging Technologies.'" There was also a special private dinner on the first night of the three-day event where invited CIOs had an opportunity to network with the CEOs from the demonstrating companies.

DEMO events were previously produced solely by Network World. NWW is now part of IDG Enterprise, and its Events team now produces DEMO. "Since we merged, we have had lots of new people infusing good ideas, cost savings and enthusiasm to the process," said **Ellen Daly**, IDG Enterprise VP, Executive Programs.

Among DEMO Fall 2010's 30 sponsors were Silicon Valley Bank, Microsoft, Qualcomm, Comerica Bank, Mayfield Fund, Austin Ventures, Mintz Levin, Greenberg Traurig and NEC.

At the end of the three days, six demonstrators received DEMOgod Awards for best presentations, and a special IDG Million Dollar Media Prize went to Dynamics, Inc., the demonstrator recipient of the People's Choice Award for its paper-thin, next-generation programmable payment card. Dynamics will receive US$1,000,000 of remnant space across IDG sites including DEMO, CIO, Computerworld, Network World and PCWorld|Macworld, as well as the VentureBeat site, to run a six-month advertising campaign that will drive traffic to Dynamics' DEMO profile and presentation on the DEMO site.

"DEMO is one of the best places to catch up on emerging technologies from all over the world," said one attendee. "The conference is A-No. 1 in terms of quality of execution and overall buzz." A demonstrator added that "DEMO is a great experience from start to finish. The staff works hard for participants, and it's clear everybody is pulling for a successful presentation and product launch. Companies looking to launch their product couldn't pick a better venue."

For more information go to http://www.demo.com/ or contact Neal Silverman at neal@demo.com. WU

A sampling of DEMO debuts

Produced bi-annually by IDG Enterprise's Events group, DEMO has seen the debuts of Sun Microsystems' Java 1.0, the Palm Pilot personal digital assistant, the TiVo digital television recorder and Salesforce.com. Below are just a few of the DEMO Fall 2010 products making their industry debuts. For a complete list of demonstrators go to: www.demo.com/index.html.

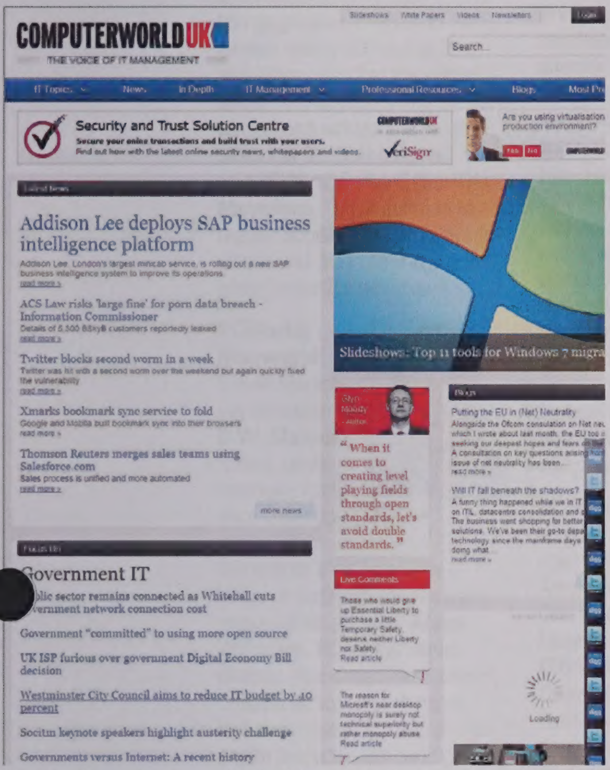
- eM Client 2.7 is a Windows-based communication client for managing e-mails, multiple calendars, contacts and tasks.
- Integrate Customer Acquisition Platform consolidates and simplifies lead-generation activity into one online location and connects advertisers with qualified publishers.
- Adrenalin is the first content and advertising platform to let publishers create rich customized news-reading applications for tablet devices like Apple's iPad.
- Bitbop is a wireless subscription service that delivers on-demand mobile TV to U.S. consumers' smartphones.
- mParent is a mobile application that improves parents' involvement in their child's education by letting them view their child's grades, learning progress and schedules and be alerted to exams, assignments, absences and more.

CW, Techworld

continued from page 1

questions and editorial 'hotspots' that promote interesting or hot-topic clusters of articles that have been grouped together.

The online team is also responsible for taking the lead on the sites' social media activities. "The most obvious examples were setting up and managing our social networking accounts on LinkedIn, Facebook and Twitter," Wilkinson said. "The whole editorial group participates and contributes to these initiatives but as the workload is now shared all tasks get appropriate attention and benefit from shared input."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Addison Lee deploys SAP business intelligence platform
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Details of 5,500 BSkyB customers reportedly leaked
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Twitter was hit with a second worm over the weekend but again quickly fixed the vulnerability
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Xmarks bookmark sync service to fold
Google and Mozilla built bookmark sync into their browsers
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Thomson Reuters merges sales teams using Salesforce.com
Sales process is unified and more automated
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Government IT
lic sector remains connected as Whitehall cuts ernment network connection cost
Government "committed" to using more open source
UK ISP furious over government Digital Economy Bill decision
Westminster City Council aims to reduce IT budget by 40 percent
Socitm keynote speakers highlight austerity challenge
Governments versus Internet: A recent history

"When it comes to creating level playing fields through open standards, let's avoid double standards."

Putting the EU in (Net) Neutrality
Alongside the Ofcom consultation on Net neu which I wrote about last month, the EU too seeking our deepest hopes and fears A consultation on key questions arising issue of net neutrality has been...
read more »

Will IT fall beneath the shadows?
A funny thing happened while we in IT on ITIL, datacentre consolidation and The business went shopping for better solutions. We've been their go-to depa technology since the mainframe days doing what...
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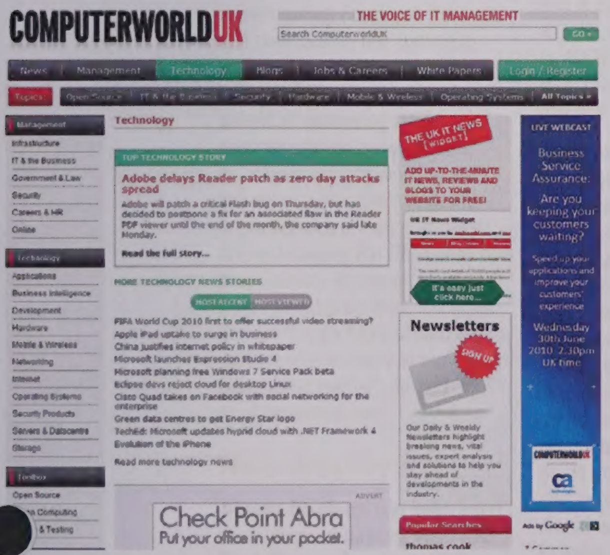
Those who would give up Essential Liberty to purchase a little Temporary Safety, deserve neither Liberty nor Safety.
Read article

The reason for Microsoft's near desktop monopoly is surely not technical superiority but rather monopoly abuse
Read article

The complete restructure of the site (above) simplified the relationships of different forms of content and cut down the number of subject areas on the site that required upkeep with fresh content. The old home page is below.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Hardware
Mobile & Wireless
Operating Systems
All Topics »
Management
Infrastructure
IT & the Business
Government & Law
Security
Careers & HR
Online
Technology
Applications
Business Intelligence
Development
Hardware
Mobile & Wireless
Networking
Internet
Operating Systems
Security Products
Servers & Datacentre
Storage
Toolbox
Open Source
Computing
& Testing
MOST RECENT
MOST VIEWED
ADVERT
Check Point Abra
Put your office in your pocket.
THE UK IT NEWS (WIDGET)
ADD UP-TO-THE-MINUTE IT NEWS, REVIEWS AND BLOGS TO YOUR WEBSITE FOR FREE!
UK IT News Widget
It's easy just click here...
Newsletters
SIGN UP
Popular Searches
thomas cook
LIVE WEBCAST
Business Service Assurance:
Are you keeping your customers waiting?
Speed up your applications and improve your customers' experience
Wednesday 30th June 2010 2.30pm UK time
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Technology

TOP TECHNOLOGY STORY

Adobe delays Reader patch as zero day attacks spread
Adobe will patch a critical Flash bug on Thursday, but has decided to postpone a fix for an associated flaw in the Reader PDF viewer until the end of the month, the company said late Monday.
Read the full story...

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Microsoft launches Expression Studio 4
Microsoft planning free Windows 7 Service Pack beta
Eclipse devs reject cloud for desktop Linux
Cisco Quad takes on Facebook with social networking for the enterprise
Green data centres to get Energy Star logo
TechEd: Microsoft updates hybrid cloud with .NET Framework 4
Evolution of the iPhone
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Our Daily & Weekly Newsletters highlight breaking news, vital issues, expert analysis and solutions to help you stay ahead of developments in the industry.

A new position — online analytics expert — was created in order to make results-based decision making easier for the team. "By paying closer attention to what is happening on and around the site, and, most importantly, sharing this information around the team rather than expecting them to become mini analytics experts themselves, we are able to make better informed decisions about both content and site developments," Wilkinson said.

The Computerworld U.K. site's redesign was "driven by the need to create a better user experience, expose more of our content for organic search results and improve navigation," Wilkinson said. Another primary objective was, "of course," to improve the user experience and increase traffic. "The constant evolution of online capabilities and requirements also meant we needed to update the design and functionality to reflect the high quality and market leading credentials the Computerworld brand has come to represent."

The complete restructure of the site simplified the relationships of different forms of content, and, "in a move to stop the tail wagging the dog, cut down the total number of different subject areas on the site that required upkeep with fresh content," Wilkinson said. "We can now more easily cross-populate areas of the site, making it faster and easier to keep the whole site fresh with the resources we have," he continued.

The higher volume of more sharply focused content immediately improved the sites' overall traffic and visitor numbers. Wilkinson said the redesign contributed around 45% of the traffic and visitor growth, and 55% came from the restructure. "We also rapidly increased the amount of referral traffic we received, thanks to a coherent strategy to social bookmarking and the promotion of leading content on our properties."

He added that the two initiatives were intertwined. "For example, the new site design created units and areas on the site for the new online editorial team to use to promote specific articles and collections of content. One without the other would not have worked so effectively."

Online Director **Margo Tiffen** and Computerworld and Techworld Group Editor **Mike Simons** headed up the restructuring and redesign efforts. "They were absolutely instrumental in making the new structure effective by embracing change and working positively through any challenges that arose along the way," Wilkinson said.

Contact Marcus Wilkinson at marcusw@idg.co.uk. **WU**

IDG U.K. at-a-glance

Location: London

First publication: ComputerNews (1988)

Managing Director: Kit Gould

Number of employees: 77

Main site: www.idg.co.uk

Brands: CIO, Computerworld, Digital Arts, iPad&iPhone User, Macworld, Mac Video, PC Advisor, Techworld, IDG Connect, IDG TechNetwork, MarketBase

Notable attraction across the street: The British Library

noteworthy people

Promotions

PCWorld Assistant Editor **Ginny Mies** has been promoted to associate editor. "Ginny has steered the smartphone-category ship to an average of more than 4.5 million pageviews a month in 2010, written nearly 100 stories this year alone, handled the editorial duties for PCWorld's Android AppGuide and written the monthly Skeptical Shopper column," said PCWorld Senior Editor **Tim Moynihan**, "all in addition to regular appearances in PCWorld videos and the PCWorld podcast." *ginny_mies@pcworld.com*

Malouf

PCWorld|Macworld E-mail Marketing Manager **D.W. Malouf** is now senior manager, Audience Development. "From day one he took on a wide range of audience development responsibilities," said **Alexa Wriggins**, PCW|MW senior director, Audience Development. "His list of accomplishments includes managing several high-profile projects such as migrating our user database, transforming our newsletter templates, updating the newsletter tools, re-skinning the Business Center, implementing Facebook Connect and overhauling our comment and registration system. When he's not managing projects aimed at increasing traffic and engagement on our websites, he is usually busy working with the sales team, designing and implementing e-mail campaigns, and overseeing the SEM program that delivers impressions against strategic ad programs. His skills and hard work have played an important role in many of our recent accomplishments." *donald_malouf@pcworld.com*

New employees

Alyssa Michael has been hired as an account director with **IDG Tech Network** in New York City; she was previously a senior sales planner with The Knot, Inc. She earned a B.A. in English with a minor in advertising from the University of Vermont and is a member and volunteer with SlowFood. *alyssa_michael@idgtechnetwork.com*

Tatusko

IDG WORLD UPDATE

John Tatusko is **Computerworld**'s new national director of event sales. He was previously account executive, Space and Sponsorship Strategist with Nth Degree, where he sold event management services and advised clients on exhibit and sponsorship sales and marketing programs. He holds a B.S. in health services administration from Ithaca (N.Y.) College and enjoys watching football and playing sports with his children. *john_tatusko@computerworld.com*

Lenz

Most recently account manager with the American Red Cross, **Ashley Lenz** joins the **CIO Executive Council** as Pathways program coordinator. She holds a B.S. in business administration with a concentration in marketing and English/cultural studies from Bryant University in Smithfield, R.I., and is currently working toward an M.B.A. from Bentley University in Waltham, Mass. In her free time she enjoys dance, photography and kayaking. *alenz@cio.com*

Haasch

Leslie Haasch joins **IDG Enterprise** in Framingham, Mass., as an account services specialist, coming from her role as project manager with Vertek where she managed long-distance voice accounts for AT&T customers. She holds an associate's degree in computer science and professional writing from Champlain College in Burlington, Vt. Away from the office, she enjoys dancing, travel and music. *lhaasch@idgenterprise.com*

JOE MOLA

IDC U.K. has hired **Larysa Yolkina** as a research analyst with the European PC team. She will provide market analysis on quarterly marketing trends, vendor performance and forecasts. Larysa was previously a market researcher at Polk RoadToData U.K. She holds a B.A. in management of external economic activities from the Dnepropetrovsk National University in Ukraine, as well as an M.S. in marketing from Herriot-Watt University in the U.K. She speaks English, Russian and Ukrainian and is currently studying Greek. Her interests include fashion, photography and clay-pigeon shooting. *lyolkina@idc.com*

Returning employees

After a nine-year absence, **Kumaran Ramanathan** returns to **IDG Global Solutions** (IGS) EMEA in the U.K. as commercial director. When he left IGS in 2001 he was vice president, Sales. He then worked at VNU Business Media for seven years, ending his career there as deputy managing director of the Professional Services Division. Subsequently, he worked for the Icom Group as chief media officer, followed by Edwards and Moss where he was managing partner. "Ram will be responsible for driving the commercial growth of our business in EMEA," said **John O'Malley**, IGS worldwide president. "An award-winning publisher and exceptional leader, he brings considerable experience within the media, mobile and web application space, along with a proven track record of commercial success." *kumaran_ramanathan@idg.com*

Transfers

Francisco Nogal is **IDC Latin America**'s new regional account manager; he was previously a local account manager with IDC Mexico. He holds degrees from Mexico's Universidad Panamericana in industrial engineering and international finance. Away from the office he enjoys bowling, golf and spending time with his children. *fnogal@idc.com*

Clarke

Previously editor of Computerworld Australia, **Trevor Clarke** joins **IDC Australia**'s Sydney office as senior market analyst, Computing Systems. He will support research in enterprise computing and tracking industry trends in the local market. He holds an M.A. in international relations from Australia's Deakin University. In his free time he enjoys surfing, snowboarding and rock climbing. *tclarke@idc.com*

One on one

continued from page 3

photo magazine! RT this (http://tinyurl.com/2uspjds) great offer for a subscription and become eligible to win an iPad!"— events, lead generation (white paper download) and other marketing purposes. Social media offers not only a platform and a community network but also a lot of content that we can query and bundle with our own content to add relevance.

Q Are you exploring any sort of paid/premium content models on your web sites?

A As we mainly serve news, paid content has proven to be hard to sell. We will start experimenting, however, with premium or registered content. After registration, visitors get access to more information, research, etc. Needless to say, that registration fills our profile database that we can then capitalize upon.

service [illegible]nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31

Nancy Mallette *IDG Corporate Services Group*
Lloyd Cohen *IDC*

19

Stefan Ueberhorst *IDG Germany*

18

Deborah Winders *IDG Enterprise*

16

William Manning *IDC*

15

Beth Kamoroff *PCWorld*
Yasuhiro Watanabe *IDG Interactive Japan*
Gerda Tausch *IDG Germany*

14

Raymond Boggs *IDC*

13

[illegible]chele DeFilippo *IDG Enterprise*
Cynthia Panzera *IDG Enterprise*
Esther Ng *IDC Hong Kong*

12

Kevin Dunne *IDC*

11

Melissa Perenson *PCWorld*
Sabrina Teteau *IDC France*
Nancy Wyatt *IDC*

10

Andrzej Gontarz *IDG Poland*
Mike Hyjek *IDC Canada*
Darran Blatch *IDC U.K.*
Alexandra Heymowska *IDG Sweden*
Jenny Elmqvist *IDG Sweden*

9

Erik Klefbom *IDG Sweden*
Barbara Fassiadou *IDG Germany*

8

Mirza Baig *IT World Canada*
Stephen Kempton *IDC*

7

[illegible]ddy Amprimo *IDC Peru*
Ernest Lefebvre *IDC*

6

Rob Schultz *Macworld*
Michael Bucken *Computerworld*
Robert Parker *IDC*

5

Monique Caron *IDG Enterprise*
Ross Catanzariti *IDG Australia*
Andreaz Engström *IDG Sweden*
Neil Michael *IDG Global Solutions U.K.*
Vanessa Garcia *IDC Brazil*
Hendrik Weins *IDG Germany*
Tracy Lv *IDC China*
Wendy Wang *IDC China*
Karen Zhang *IDC China*
Holly Fung *IDC Hong Kong*
Sharon Hsueh *IDC Taiwan*
Eric Newmark *IDC*

4

Chris Manners *PCWorld*
Kazuyuki Katayama *IDC Japan*
Shunsuke Miyoshi *IDC Japan*
Guillaume Spriet *IDC France*
Carolyn Chen *IDC China*
Handoko Andi *IDC Indonesia*
Kelley Conley *IDC*
Michael Palma *IDC*

3

Mike Kisseberth *PCWorld*
Adam DeMattia *IDG Research Services*
Miriam Olsson *IDG Sweden*
Signe Lidén *IDG Sweden*
Joe Altria *IDG Global Solutions U.K.*
Elisabeth Banks *IDG Global Solutions U.K.*
Maria Bendikova *IDG Global Solutions U.K.*
Charlotte Staunton *IDG U.K.*
Angelica Beare *IDC Philippines*

2

Shane O'Neill *CXO Media*
Renata Guimarães *Now! Digital Business*
Renata Petrelli *Now! Digital Business*
Priyono Riky-Mujisanto *IDC Indonesia*

1

Grzegorz Wójcicki *IDG Poland*
Richard Johansson *IDG Sweden*
Steve Marshall *IDG U.K.*
Rodrigo Bertuzzi Seriacopi *IDC Brazil*

ARN journalist wins stint at IDG News Service for outstanding performance

Australian Reseller News Journalist **David Ramli** will be working in the IDG News Service's home office in Boston for a few days soon, and he owes it all to Australian Communications Minister Stephen Conroy — and his own dogged persistence.

Ramli

Ramli was recently named the grand prize winner in IDG Australia's year-long Excellence Program, launched in January to promote and highlight outstanding work by any journalist at the company. Ramli's win resulted from his "consistently high quality content throughout the year" and a series of "amazing" political interviews, said IDG Australia Managing Director **Davy Adams**.

The first is an interview with Queensland Senator Barnaby Rice on ISP filtering and other telecommunications issues. Ramli's boss, ARN Managing Editor **Mike Gee**, said, "He nailed Barnaby Joyce on a day off with his kids, got an interview at an art gallery, got the kids and mum in a photo and delivered a ton of traffic — and Barnaby still likes him."

The second, which won Ramli the trip to Boston and A$500 (US$485) in spending money, "in a landslide," Adams said, is a redaction of a series of one-on-one interviews with Australian Communications Minister Stephen Conroy.

The award committee judges cited Ramli's article as "one of the very few detailed and lengthy one-on-one chats" with Conroy and put on the record his definitive answers on a range of telecommunications issues. The judges noted that Ramli was able to corner Conroy on a range of issues for which he'd previously given token statements. "By pressing the questions repeatedly and using Conroy's previous statements on things like Internet filtering, final and definitive answers were recorded and provided to the Australian community at an extremely timely point in the election campaign. The importance of the issues covered have since been confirmed by the independent MPs."

Ramli said it took "months of chasing, hounding and questioning to get the interview. I asked at every event for a one-on-one interview with the Minister and called his media minder every week or fortnight for a year and a half. When I found out Conroy would be speaking at a Perth event without any other publications present, I contacted the press contact and the event organizers to attack on both fronts. ARN flew me out to Perth for the event and the interview."

The story gave "a great deal of credibility to ARN" as a source for detailed coverage, the judges said. "As the only brand to get this in-depth interview, IDG is more respected as a home for tech political coverage."

Lohman

Monthly and quarterly Excellence Program prizes of A$100 ($96) and $250 ($240), respectively, included Techworld Editor **Rodney Gedda** for his "State of the Australian CIO" feature, Computerworld Australia Journalist **Tim Lohman** for his coverage of the Australian federal budget and Australian PCWorld Technical Journalist **Chris Jager** for what Adams called "his spectacular slideshows."

Any IDG Australia employee could nominate a candidate to be judged by five senior managers (who could not vote for someone on their own team) on such qualities as innovation and originality, quality and execution, research and effort and contribution to the IDG Australia brand.

For more information contact David Ramli at david_ramli@idg.com.au or Davy Adams at davy_adams@idg.com.au. WU

off line for fun

Congratulations to all our caption contest contributors. Winner **Steven Gray** will have his choice of an IDG T-shirt or a copy of Rich Tennant's book of cartoons, Downloaded. The honorable mention winners below will receive an IDG World Update pen.

Honorable mentions

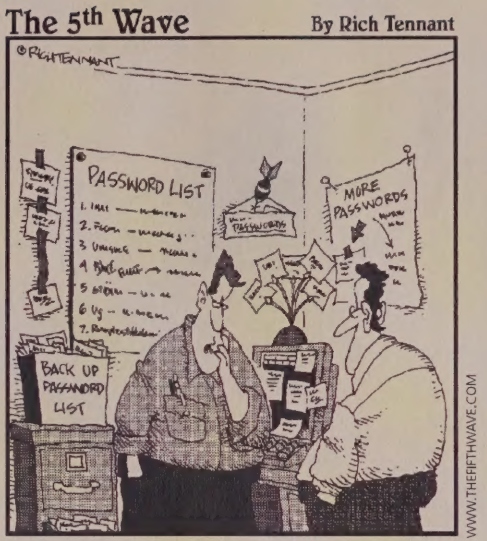
"Mother's maiden name...name of my first pet...city where I was born...atomic weight of plutonium...and I think there was an ampersand in there too."
Helen Flagg *IDG List Services*

"Look at me, I never forget my passwords!"
Vishak Vardhan *IDG India*

"Well.... Only I have the key to this room... and it doesn't need any encryption"
Gopal Kishore *IDG India*

Rich Tennant's original caption

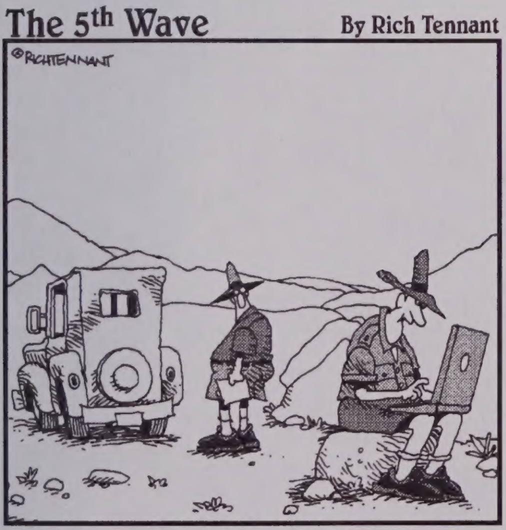
"Well, whoever stole my passwords was sure clever. Especially since none of my reminders are missing."



"Laugh if you like — but if my system didn't work, I would never have gotten to this cartoon."
Steven Gray PCWorld|Macworld

And now for the next cartoon contest...

Create a brief cartoon for the caption below and send it to world_update@idg.com or post your caption in the comments section where this cartoon appears on www.idgcentral.com. The deadline is Oct. 21. Good luck!



Question of the Week results for Oct. 4

When you take notes at the office, what kind of paper do you use?

Lined paper : 100% (unlined or graph paper just didn't make the cut!)

Log on to www.idgcentral.com to vote on this week's question:
If you take pictures on your camera phone, how often do you download the photos?

Quick Poll: What was the first story you ever wrote?

Journalists (or former journalists) here's one for you: What was the first story you ever wrote? Was it during your first job as a new reporter at community paper, or was it at a high school newspaper, your first job at IDG, or somewhere else? Follow this link to this page on IDG Central and write your answer in the comments section, or e-mail it to world_update@idg.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Davy Adams *IDG Australia*
Przemyslaw Gamdzyk *IDG Poland*
Lennard Hoogenraad *IDG Netherlands*
Keith Shaw *Networld World*
Marcus Wilkinson *IDG U.K.*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

18 OCTOBER 2010
VOLUME 40, NUMBER 35

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Optimism, energy pervade Global Product Line Meeting

Mobile, reader revenue, user engagement, custom solutions among key themes

The energy at last week's Global Product Line Meeting was almost palpable — from the hard-hitting beat of the new Corporate Sizzle Video that ushered attendees to their seats on the opening morning to the jam-packed agenda featuring exciting new programs, new launches and great ideas from business units around the world to the animated conversations that took place in the hallways and around the lunch tables. People were plugged in, tuned in and taking the meeting's theme — Engaging the Future — to heart.

Last week's GPL meeting, an annual forum designed to update colleagues on business opportunities, build inter-business unit relationships and gear up for the new fiscal year, was the largest ever held with 246 attendees hailing from 32 countries. All told, there were 62 speakers participating in 23 sessions spread over 2 ½ days.

In his opening remarks, IDG Chairman **Pat McGovern** reviewed IDG's four strategies for growth: grow the percentage of IDG's revenue from readers/users

continued on page 4

IDG WORLD UPDATE

IDG CEO ***Bob Carrigan*** *channels his inner Mick Jagger to help get the energy flowing at the start of last week's meeting. He used Rolling Stones' tunes to describe the timeline of how he felt as economic forces changed over the two years since the last meeting was held.*

Inside this issue

One on one: IDG Enterprise President & CEO Mike Friedenberg *page 3*

Winners of the 2011 IDG Employee Photo Calendar Contest *page 7*

Celebrating 10: IDG Accounts Payable's Ernesto Cordero *page 8*

Avaya-sponsored CIO Debate program debuts in the U.S.

Program and its innovative digital player rolls out internationally in 2011

When Avaya chose IDG to be its exclusive media partner for a significant multi-million-dollar global rebranding effort last April, it based its decision not just on IDG's worldwide reach but on a innovative experiential marketing program that the IDG team proposed. That program, CIO Debate, debuted Oct. 4 in the U.S. in the first phase of what will soon be an international expansion.

The CIO Debate concept is based on a CIO peer-based interactive digital publication that is an extension of the CIO.com site (www.cio.com/debate), a custom IDG Amplify unit and CIO Debate content on smartphones and the iPad platform.

According to IGS Director of International Sales **Michael Latchford**, Avaya's mission earlier this year was to put together a plan to rebrand itself from a hardware to a software company and solicited RFPs from a handful of publishers. "A key element of the RFP was to propose a unique offering aside from the media plan they were pursuing," he said. (See sidebar, p. 2). "[IDG Strategic Marketing Services Director of Program Development] **Ekapat Chareonlarp** had been brainstorming the CIO Debate concept with colleagues from IDG Enterprise. Avaya was very impressed with IDG's global reach, especially in the markets they were targeting, but they were extremely impressed with the debate program, and that helped leverage and secure all this business."

continued on page 2

CIO Debate

continued from page 1

Key players on the proposal team in addition to Chareonlarp and Latchford were IDG Enterprise President & CEO **Mike Friedenberg**, IDGE SVP Strategic Programs and Custom Solutions Group **Charles Lee**, IDGE Director of Custom Solutions **Adam Dennison**, IDG SMS Director of Program Management **Carol Venezia** and IDGE Program Sales Director **Hal Mentlik**.

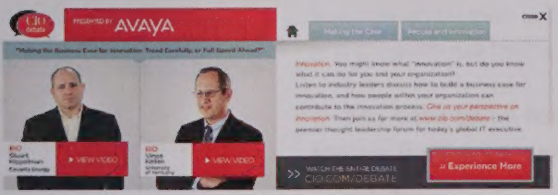
"We came in with a great team, and we were able to offer Avaya very unique opportunities to voice and advertise its stories through the fabric of the program's editorial content," Chareonlarp said.

IDG recruited a Webby Award-winning company that has created digital magazines for Forbes, Scientific America and others, to develop a digital player within CIO.com. The player occupies the top half of the Web page, with space for comments, like/dislike buttons, and sharing via e-mail and10 social media vehicles in the lower portion.

The multifaceted player contains a variety of ways content can be presented on a given theme each month: innovation, collaboration and customer service are the first three months in the series. Visitors can click on videos featuring Avaya managers and CIOs drawn from the CIO Executive Council speakers bureau, and audio components, research results, relevant editorial from CIO.com and links to Avaya resources.

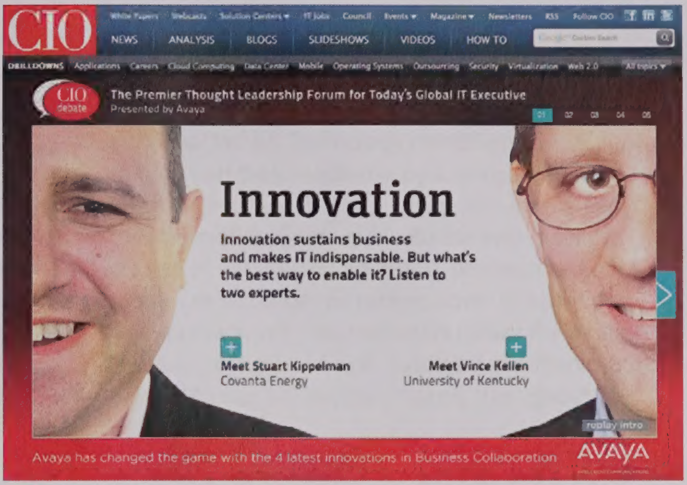
The Avaya sponsor strip, a rich-media advertising unit that is hardcoded into the CIO Debate player, offers a consistent view of Avaya's association with the program. Each of the five pages within the player provide a space for an informational nugget about Avaya's capabilities, with a link to Avaya.com.

To further promote CIO Debate, an IDG Amplify unit will run across all IDG Enterprise brand sites in the U.S. Through the unit, visitors can participate in multiple engagements including viewing the CIO Debate video vignettes, voting on polls, or going to the full CIO Debate player.


CIO debate
PRESENTED BY AVAYA
close X
BIO Stuart Kippelman Covanta Energy
▶ VIEW VIDEO
BIO Vince Kellen University of Kentucky
▶ VIEW VIDEO
>> WATCH THE ENTIRE DEBATE CIO.COM/DEBATE
» Experience More

The IDG Amplify unit will allow visitors participate in multiple engagements, including voting on polls on topics of interest to Avaya.

By early 2011, CIO Debate will roll out to IDG's CIO affiliates in the U.K., Canada, India and Australia. Phase Two involves expansion to select ountries with sites in languages other than English.



The Premier Thought Leadership Forum for Today's Global IT Executive
Presented by Avaya

Innovation

Innovation sustains business and makes IT indispensable. But what's the best way to enable it? Listen to two experts.

Meet Stuart Kippelman
Covanta Energy

Meet Vince Kellen
University of Kentucky

Avaya has changed the game with the 4 latest innovations in Business Collaboration

Each of the five pages within the player provide a space for an informational nugget about Avaya's capabilities with a link to Avaya.com.

Within the next six months, CIO Debate content will be pushed to smartphone and the iPad platform.

"This program has a lot of legs," Chareonlarp said, noting that there are also program extensions under consideration in which Avaya will bring in other vendors into the mix as partners, all within the CIO Debate umbrella.

"CIO Debate is a perfect example of how IDG's value proposition is resonating in the market," said Friedenberg. "Our ability to listen to our customer's goals and then deliver a global program that integrates content, community, conversation, and conversion allows us to create a deeply valued partnership. Avaya, IDG, and most importantly, the CIO community benefit by this incredible program."

Write to ekapat_chareonlarp@idg.com

WU

IDG/Avaya partnership involves multiple elements

One of the first elements of the complex IDG/Avaya exclusive media partnership that began in June involved an online media campaign that rolled out in the U.S., Canada, U.K., Germany, France, Brazil, Mexico, China and Australia. The core brands include all IDG Enterprise brands in the U.S. and CIO, Computerworld and TechWorld outside the U.S.

The campaign, which runs through November, involves high-impact, rich-media units and consistent messaging with highly targeted placements.

The IDG/Avaya partnership also includes three kinds of videos: "About Avaya," a five-minute, high-end corporate video; a five-minute Avaya customer case study, and a series of three short Avaya corporate training videos on the selling process for key customer wins. All were shot in high-definition video by IDG Enterprise's multimedia film team, the first two at Avaya offices in New Jersey and the third at IDG in Framingham, Mass.

In addition, the Avaya partnership includes a multi-city, CIO/Computerworld-branded executive dinner series in the U.S. that concludes in November.

A whale of a project

IDG SMS Director of Program Development **Ekapat Chareonlarp** called CIO Debate "a mega-project; the Moby-Dick of custom integrated programs."

He credited the many people behind the scenes, including IDGE Online Operations Group Executive Producer **Matt Goebel**, Web Producer **Joan Joly** and Director, Ad Operations and Project Management **Bill Rigby** for making a home for the program on CIO.com; content execution led by IDGE Custom Solutions Group Managing Editor **Anne Taylor** and Editorial Director **Jim Malone**; video production by IDGE Executive Producer for Multimedia **Terri Sanford-Cook** and Multimedia Producer and Studio Operations Manager **Chris Bresnahan**; IDG Strategic Marketing Solutions Director/Market Intelligence **Bridget Cammarata** and IDG SMS VP/Program Development **Jeremy Rueb** for setting up the analytics; CIO Executive Council VP/Sales **Steve Dodman**, Managing Director/Content Development **Rick Pastore** and Group Services Manager **Nina Barnes** for recruiting the CIO speakers and IDG SMS Director/Communications & Marketing Programs **Howard Sholkin** for setting up the PR program.

one on one

the interview

Mike Friedenberg
The president and CEO of IDG Enterprise is this week's columnist. Reach him at mfriedenberg@idgenterprise.com.

Q A number of IDG business units are beginning to explore some sort of online paid content model. Where is IDG Enterprise in this process?

A Paid content is certainly an area of focus for a lot of media companies right now. While IDG Enterprise media properties will continue to test certain paid models, our main focus will be to drive registrations. In our B2B sector, e-commerce is equivalent to our driving registrants to collect their data, and then leveraging our database to fulfill our rapidly growing demand-gen business. In the coming months you will see specific initiatives focused on growing our database such as the launch of "Insider" areas on every site with gated content and mobile applications with the goal of new name capture.

Q What's the rationale behind the "Market Disruption" theme for the recent IDG Enterprise sales meeting?

A [IDG Communications CEO] **Bob Carrigan** has challenged each business unit within IDG Communications to think "beyond our borders" and create new products, partnerships, and/or technology that enables us to grow revenue. Over the past year, IT media has gone through an amazing amount of disruption and if you are able to keep focus, listen to your customers, and execute, incredible opportunity presents itself. IDG Enterprise has navigated this choppy market and has built multiple media platforms that deliver content, community, conversation, and conversion. The ability to deliver these individual components and integrate them together has allowed us to become more relevant at the point of our customer.

Q What role does the sales team play in this effort?

A Our sales organization has done a magnificent job of selling the entire platform of products within the IDG Enterprise portfolio. This success has primarily been driven by their relentless focus on field, product, and program marketing executives.

Q You have taken IDGE's "4C's" initiative to customers for the last few months. How have they responded?

A Customers have responded incredibly well — this is an approach that really resonates with them. When you are experiencing a volatile economic environment, you have a great opportunity to redefine the market and reshape customer perception. The "4Cs" — content, community, conversation and conversion — crystallizes a new approach to media planning, one that emphasizes multi-channel engagement over individual tactics. Technology marketers have historically crafted their media mix by looking at distinct distribution channels: print, online and events. But the information landscape, with the ever-growing volume of information sources IT professional access today, can no longer be broken down so easily. The 4Cs approach will help marketers deliver the multiple layers of engagement and consistent communications needed to reach IT decision makers throughout the purchase process.

Within the 4C strategy all our product and program innovation had to fall within these categories. This forced us to do two things. First, it forced us to focus on the key areas where we needed to close the gaps within our portfolio. Secondly, it made us increase our speed to market. If you are in the market talking about this strategy, you better have the portfolio to back it up. Ultimately it has been the rocket fuel driving our focus and speed to market.

Q IDG Enterprise has been involved in several major account projects recently, including the Avaya "CIO Debate" and the HP EB programs. What do account wins of this magnitude say about IDG's value proposition in the market?

A While both the Avaya and HP programs have many integrated and moving parts encompassing many of our product areas, at the core of all these programs is the fact that IDG Enterprise delivers the most powerful buying audience of senior IT executive with the ability to create innovative programs that brings our 4C theme to life, all the while delivering it on a global scale. To do this, a level of collaboration between SMS, CSG, IGS, and IDG Enterprise is needed and I am happy to say that we are partnering better than ever and our customers are rewarding us for it.

Q In FY10, how did IDGE's revenue break down in terms of print, online and events?

A 60% digital, 20% events, 13% print, 7% CIO Executive Council.

Q What are IDGE's biggest challenges in FY11?

A If IDGE continues to listen to our customers (readers and/or advertisers), drive profitable revenue, grow our database, and stay hungry and humble, 2011 will be another terrific year.

IDG Enterprise goals for FY11

Each brand at IDG Enterprise — Computerworld, CIO, CIO Executive Council, CSO, DEMO, ITworld.com, InfoWorld and Network World — has its own specific goals but at a macro level, IDG Enterprise will focus on achieving the following four goals:

1. Profitable revenue growth by focusing on the 4C strategy.
2. Expansion of the CIO Executive Council by focusing on new sales, renewals, and increasing the overall value proposition of the Council.
3. Database growth of 10% to 15%.
4. Increased focus on the "Science" of Media vs the "Art" of Media. Leveraging Social, mobile, Data, and Search to drive online traffic and revenue growth.

Product Line meeting

continued from page 1

from 35% today to 66% of total corporate revenue by 2020; establish leading events in each major technology market; extend branded services globally and increase the percentage of advertising/marketing services revenue from online services from 45% today to 80% in 2020. He painted a clear picture of where the future lies: "IDG has always been on the forefront of adjusting to new technology. By 2020, 90% of our information distribution will be over mobile devices." "If we focus on making our customers successful, we will be successful," he concluded.

John O'Malley *(l), president of IDG Global Solutions, speaks with International Controller* ***Toby Hurlstone*** *during a break.*

IDG Communications CEO **Bob Carrigan** provided attendees with a snapshot of IDG's progress since the last GPL meeting. Noting that last year's meeting had been cancelled due to the recession, Carrigan said, "We are in a very different place than we were two years ago when we held this meeting in Lisbon. We have come back so strongly on a global basis, while a number of our competitors have been seriously wounded. FY10 has been outstanding, and we are starting to move forward."

Carrigan said that FY10 worldwide online revenues had increased 21% over FY09, while worldwide full year profits were 52% over plan. Calling IDG the only full-service tech media company in the marketplace, Carrigan held up the outstanding work being done by various groups that have embraced the "beyond our borders" mantra, including the IDG TechNetwork, which, with more than 350 sites in its ad network "operates the second largest online business in the company," and IDG World Expo, which has signed a number of deals to partner with existing event producers such as the recently announced agreement with GSMA to produce Macworld Mobile at its Mobile Asia Congress next month in Hong Kong and Mobile World Congress in Barcelona in February.

IDG WORLD UPDATE PHOTOS

Peer Jensen *head of sales for IDG Denmark, was one of eight people presenting during the Great Ideas session. Jensen described his company's exclusive LinkedIn partnership.*

Going forward, Carrigan stressed the importance of building deeper end-user relationships. "We need to create engagement products for our users and we need to make reader revenue a priority," he said.

Matt hew Yorke*, president of IDG Strategic Marketing Services, presented key findings from a recent IDG Research Services study on advertiser behavior.*

Janet King, VP and general manager of IDG Research Services, and **Matthew Yorke**, president of IDG Strategic Marketing Services, presented top-level findings from two new global research studies focusing on audience engagement and advertiser engagement that were recently completed by King's team. Among the good news for IDG from end users, King said, was the importance they place on brand. "Brand influences trust and allows us to leverage our status as a trusted source," she noted. The study also found that nine out 10 respondents indicated that they would be willing to register for content they considered valuable.

On the advertiser side, Yorke said the study found the top-rated marketing opportunity for 2011 is lead generation, followed by data targeting, custom content, mobile, social media and video.

A highlight of the second day was a presentation from Jeffrey Rayport, chairman, Marketspace LLC, and a member of IDG's board of directors, who spoke on Putting New Strategies for Customer Engagement to Work. "Media players will deepen customer engagement not through CRM [customer relationship management], but through CMR [customer-managed relationships]," he said, noting that in what he called the Media 3.0 world, customers dictate how the media will interact with them. "IDG is positioned to deliver into that future," Rayport said. "High-quality content will ultimately drive the engagement that wins."

Over the course of the meeting, attendees also participated in a variety of smaller workshops that explored topics including database growth, mobile, reader rev-

continued on next page

The hard-working team behind the Global Product Line Meeting (l-r): IDG International Publishing Services Systems Manager ***Patrick Kenney****; IPS CEO* ***David Hill;*** *IPS Office Coordinator* ***May Au****; IDG SVP Human Resources* ***Piper Sheer****; IPS Finance Manager* ***Michele Putt****; IDG Strategic Marketing Services Digital Marketing Manager* ***Teresina Cardamone****; IDG News Service Editor-in-chief* ***Elizabeth Heichler****; IDG Director, Leadership Development* ***Laurie Butson****; Executive Assistant to the CEO* ***Nelva Riley****; and IDG Communications CEO* ***Bob Carrigan****. Not pictured: IPS VP Licensing* ***Jim Sullivan****.*

enue strategies, SEO, social media marketing, events and video, among others. Two breakfast briefings featured **Peter Longo**, president of IDG Syndication and Networks, who provided an update on the IDG Tech Network and new products coming in FY11, and **Charles Lee**, SVP, Strategic Programs and Custom Solutions Group, who discussed how his team is responding to the huge growth in marketers' appetites for custom solutions.

Karsten Bundgaard*, marketing director, IDG Denmark;* ***Antti Oksanen****, director, online business, Talentum Media; and* ***Gregg Pinsky****, SVP & general manager, online operations, IDG Enterprise, participated in a panel led by Network World Editor-in-chief* ***hn Dix*** *that explored the role of ntent and events in building the database.*

The final day featured a Great Ideas Showcase during which various individuals provided five-minute descriptions of eight products that are reaping big returns at their business units. These presentations included one from Journalist and Videographer **William Marchiori** from Now!Digital Business in Brazil, who addressed the audience from São Paulo in a pre-recorded film about video mini-clips that had the audience laughing at his self-deprecating outtakes. Next, the attendees broke up into three action sessions on editorial, sales, and technology development and operations to share the best of what they learned at the meeting and suggest concrete ideas they can use back at their business units. Each group summarized its findings during the final plenary session.

In keeping with GPL meeting tradition, IDG International Publishing Services President & CEO **David Hill** wrapped up the event by providing a light-hearted rundown of the "Top 10 Things Overheard at the GPL Meeting." Number one on the list was a comment from Bob Carrigan, who became part of the show at Monday night's dinner at Boston's Museum of Science where he bravely allowed himself to be locked in a metal cage while a man-made electrical storm raged about him. Emerging from the cage unsinged, he asked a colleague, "I survived...were they disappointed?"

Bob Carrigan *waves to colleagues prior to the onset of the lightning storm at the Museum of Science last Monday night.*

Meeting presentations and videos are being uploaded to www.idgcentral.com/GPL2010/ or click on the Global Product Line Meeting link on the home page. WU

noteworthy people

New employees

Hood

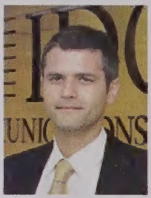
IDG WORLD UPDATE

Previously an account executive at Forbes Media, **Anya Hood** joins **IDG Tech Network**'s San Francisco office as an account executive. A graduate of California State University/Chico, she holds a B.S. in marketing and a B.A. in Spanish. She enjoys travel, jewelry making, scuba and tennis. *anya_hood@idgtechnet.com*

Huffman

PETER SHORT

Andrew Huffman joins **IDC Framingham** as a senior systems administrator, coming from Pluris Marketing where he was an IT manager. A graduate of Westfield (Mass.) State College, he holds a B.S. in computer information systems. *ahuffman@idc.com*


Boulanger

IDG Spain welcomes Sales Director **Philippe Boulanger**, who recently held the same post at Net Media Europe. He has a master's degree in sales and marketing from the management school IDRAC in Montpellier, France. Philippe is a "big fan of American football" and is interested in the field of neuro-linguistic programming. *pboulanger@idg.es.*

IDC California has hired **Abhi Dugar** as a research manager with its Semiconductor group. He was previously director of business management with Maxim Integrated Products. Abhi earned an M.S. in electrical engineering from the University of Illinois/Urbana-Champaign and an M.B.A. from Texas's Southern Methodist University's Cox School of Business. The founder of the IEEE Consumer Electronics Society's Silicon Valley chapter, he also finds time for tennis, reading and travel. *adugar@idc.com*

Sellman

IDG WORLD UPDATE

Network World's San Francisco office has hired **Patti Sellman** as regional sales manager. Previously a strategic account director with Ziff-Davis Enterprises, she holds a degree in political economies of industrial societies from the University of California/Berkeley. In her free time she enjoys tennis, cooking and "hanging out with my kids, family and friends." *psellman@nww.com*

Sven Ohnstedt joins IDG Germany's **ChannelPartner** as an intern. He studied political economy at the Albert Ludwig University of Freiburg and enjoys soccer and music. *sohnstedt@channelpartner.de*

Previously a freelancer with O2 Germany, **Patrick Yahya** joins **IDG Entertainment** as a sales trainee. He studied political science at Ludwig Maximilian University in Munich and enjoys martial arts and politics. He recently worked in Kenya on an aid development project. *pyahya@idg.de*

Zwinger

Also new at **IDG Germany** is Head of Human Resources **Christine Zwinger**, a title she also held at her previous employer, Agentes AG. She holds an M.A. in human resources development from Germany's Distance and International Studies Center of the University of Kaiserslautern and a Ph.D. in romance literature from the University of Graz in Austria. Christine enjoys Italian literature ("especially crime stories"), travel and running and recently set a personal-best time in the half marathon. *czwinger@idg.de*

Returning employees

Andersen

IDG WORLD UPDATE

PCWorld has rehired **Johnathan Andersen** as a senior user interface designer, his previous title with the publication. Until recently he was self-employed and living in India. He holds a B.F.A. from the Pratt Institute in Brooklyn, N.Y., and is a WordPress enthusiast. *jandersen@pcworld.com*

Brunaccini

IDG WORLD UPDATE

New at the **CIO Executive Council** is Leadership Development Director **Monica Brunaccini**. She was previously Network World's VP, Human Resources and Business Services and for the last eight years has run her own leadership development coaching, training and consulting business. She holds a B.A. from Regis College in Weston, Mass., and an M.B.A. from Babson College in Wellesley, Mass. Her hobbies include gardening, cooking, interior design and kayaking. *mbrunaccini@cio.com.*

Selbeck

After working at **IDG Germany** as an apprentice and IDG Entertainment as a temp, **Elinor Selbeck** rejoins the staff as a full-time sales trainee. She studied at Ludwig Maximilian University in Munich and enjoys sports, cooking and traveling in her free time. *eselbeck@idgbusiness.de*

All business units are welcome to send information about promotions, new employees, returning employee, transfers and employee awards or speaking engagements to world_update@idg.com.

Here's how to change your IDG Central password, and other customized actions

Would you prefer to change your IDG Central password to something easier to remember than the one you received automatically? On the home page of www.idgcentral.com, click on the My Profile link. On the right side of the My Profile page, under Site Tools, click on Edit Password.

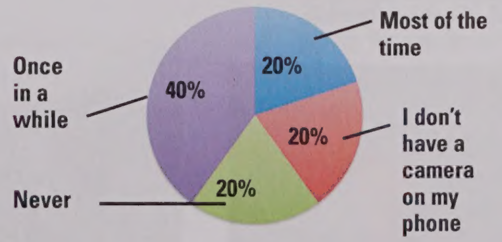
On the following page, enter your name (not your e-mail address) and current password.

Type in your current password and then the one you prefer. Click on Submit and you're all set!

When you're back on the My Profile page, click on Edit Profile and take a moment to upload a photo (square works best) in the General tab. On the Custom tab, scroll down to add the year you joined IDG, skills and interests.

Question of the Week results for Oct. 11

If you take pictures on your camera phone, how often do you download them?



Log on to www.idgcentral.com to vote on this week's question: **Have you ever Googled yourself?**

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Terri Schafer *IDC*

20
Duane Hampson *PCWorld*

18
Joe Loiselle *IDC*

14
Amy Bonner *IDG World Expo*

13
Amy Lind *IDC*
Masaaki Moriyama *IDC Japan*
Andrew Glassock *IDG Australia*

12
James Eibisch *IDC U.K.*

10
Ekapat Chareonlarp *IDG Strategic Marketing Services*

9
Phil Sargeant *IDC U.K.*

8
Ilona Michalska *IDG Poland*
Erik Hofslagare *IDG Sweden*

7
Melissa Webster *IDC*
Patrick Kenney *IDG Int'l Publishing Services*
Magnus Aschan *IDG Sweden*

6
Jerome Weltsch *IDC*
Kevin Robock *IDC*
Matthew Wintringham *Computerworld*
Matt Goebel *IDG Enterprise*
Hideki Ito *IDG Japan*

5
Amy Seitz *IDC*
Rafal Woszczyk *IDG Poland*

4
Deborah Rosenthal *IDC*
Polly Chan *IDC Hong Kong*
Mike Simons *ComputerWorld U.K.*
Mads Elkær *IDG Denmark*
Adam Stachnik *IDG Poland*
Juliet Truscott *IDG Global Solutions EMEA*
Andrew Siozon *IDG Sweden*

3
Chee Chiu Chan *IDC Singapore*
Christopher Bresnahan *IDG Enterprise*
Nick Barber *IDG News Service*
Chris Kanaracus *IDG News Service*
Nina Carrara *IDG World Expo*
Marcin Tyborowski *IDG Poland*
Kyra Jones *IDC U.K.*

2
Lauren Wilson *IDG Enterprise*

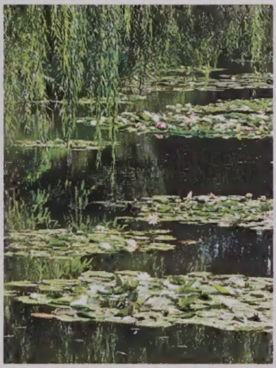
1
Jon Kabrud *IDC*
Liam Gunson *IDC New Zealand*
Praveen Sengar *IDC Singapore*
Carlos Eduardo Cuppari *IDC Brazil*
Letitia Austin *IDG U.K.*
Lisa Otero *Computerworld*
Matthew Anderson *IDG TechNetwork*
Alan Lai *IDG TechNetwork*
Fernanda Siqueira *Now!Digital Business*
Vanessa Lyons *IDG Australia*
Sky Collins *PCWorld*

Congratulations to the 2011 IDG Photo Calendar Contest Winners!

ategory winner: Conversation

Jennell Hicks, IDG Enterprise

Category winner: Inspiration


Kimberly Knickle, IDC

Category winner: Community

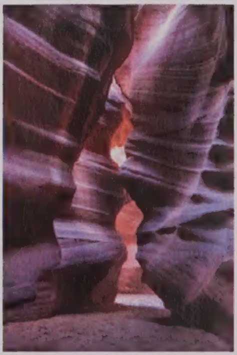
Juan Melara, IDG Spain

Wijnand Plekker, IDG Netherlands

Thomas Heim, IDC

Sharon Machlis, IDG Enterprise

Victor Lim, IDC Singapore


Christopher Kay, IDG Technology Services Group

Bill Laberis, IDG Enterprise

Rick Pastore, CIO Executive Council

Roberto Gutierrez, Now!Digital Business

Maria Arvetun, IDG Sweden

celebrating 10!

Name
Ernesto Cordero

Home
Framingham, Mass.

Joined IDG
Feb. 1999 as Accounts Payables Check Processor.

What your job involves
I verify original invoices against open voucher reports; make sure the information in the computer is accrued; run preliminary reports for approval and do the regular check run for all my companies; match check copies to original invoices; put checks in envelopes and send other checks via interoffice; file check copies attached with original invoices by companies in the file room.

Three things I do in a day's work
Log in to my computer. Turn the printer on for check printing. And get a cup of coffee with cream and sugar.

Most challenging part of your job
Making sure that all the information on the original documents matches the data in the computer system.

Best part of your job
Making sure all regular checks, interoffice checks, on-demand checks and Federal Express checks get to the mail room in a timely manner.

Most memorable work moment
When I first started working at IDG I was coming back from lunch, and while I was walking down the hallway, I saw some of my co-workers having a meeting. When I got to my desk, my phone rang and somebody asked me if I knew what time it was. I said it was 1:45 p.m., and the other person said, "It's time to come to your birthday party!"

I joined IDG because
I'd heard a lot of good things about IDG: a nice place to work, the best people to work with and good benefits.

What's kept you at IDG for 10 years?
I like the work. I work as a team member with my co-workers — the nicest people around.

Best way someone could compliment you on your work
Say that I work every day like it's my first day at work and give a 100% effort.

What I'm doing to be a better employee
I'm always available to help my co-workers.

Family
My wife Maria and children Erik (16), Roberto (19), Jeffrey (25), Ernesto (27), Nerelys (30) and Brenda (35).

IDG Corporate Services Group Accounts Payable Clerk ***Ernesto Cordero*** *celebrated his 10 years of service to the company at a dinner hosted by IDG Chairman* ***Pat McGovern****.*

Dream destination
Vacation at Disney World.

Fantasy job
Airplane pilot.

What is the most difficult decision you ever had to make?
Left my family and home to come to the United States as a U.S. Army infantryman.

What talent do you wish you had that you don't?
To be able to play a musical instrument.

Your last meal would be
Spanish rice with vegetables, baked chicken breast, green salad, avocado and a pina colada.

Favorite vacation spot
Jerusalem

Retirement dreams
After I retired from IDG, I would like to work part-time for IDG.

Manager's profile
"Ernesto is an intricate part of the check-processing team and is responsible for 10 business units. He does an excellent job in handling the many deadlines and special requests that come his way. He is always willing to go that extra mile and takes pride in a job well done. Of course, the team he would love to be with is his Boston Red Sox! It is a pleasure working with Ernesto and having him on our team."

— Barbara Duphily, IDG Accounts Payable supervisor

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Ekapat Chareonlarp *IDG Strategic Marketing Services*
Michael Friedenberg *IDG Enterprise*
Michael Latchford *IDG Global Solutions*

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IDG World Update

25 OCTOBER 2010
VOLUME 40, NUMBER 36

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG Sweden tests scientific waters with licensed title

Monthly title targets general-interest science audience

What's a black hole? How do planes land? How does 3-D film technology work? Swedish readers can now get the answers to those questions and many others with IDG Sweden's Världens Vetenskap (How Science Works).

IDG Sweden sends 45,000 copies of the magazine to more than 4,300 newsstands. The fourth issue is set to ship in the next few weeks.

Launched in July with a three-issue trial period, Världens Vetenskap is licensed from the U.K.'s Imagine Publishing, which produces 20 gaming, creative, photography, computing and entertainment magazines. Imagine Publishing launched the monthly How It Works in the U.K. in October, 2009, as a popular, general-interest science magazine with lavish illustrations and regular sections dedicated to the environment, history, space, technology and transportation.

"The popular-science segment is one of Sweden's largest when it comes to magazines," said Världens Vetenskap Editor-in-chief **Andreas Leijon**. "The market leader, Illustrerad Vetenskap [Science Illustrated] is a bit dull and, despite its name, doesn't contain many illustrations. In the British How It Works, we found the perfect market competitor, packed with short articles, amazing illustrations and exciting facts."

> *"The popular-science segment is one of Sweden's largest when it comes to magazines."*
> *— Världens Vetenskap Editor-in-chief Andreas Leijon*

Asked why they chose to license an existing title rather than launch a new IDG Sweden publication, Leijon said, "It would be much more expensive to put together this kind of illustration-intensive magazine from scratch. And the content in the magazine is pretty much universal, so why invent the wheel again and take a larger risk?"

Leijon said the Swedish version of How It Works,

continued on page 5

Inside this issue

CW Netherlands hosts second cloud computing event *page 2*

IDG Australia journalists honored at Consensus IT Writers Awards *page 2*

IDG Vietnam hosts ICT in Finance, CIO Summit *page 2*

One on one IDC Japan's Tomoaki Nakamura *page 3*

PCWorld Facebook quiz attracts more than 10,000 takers *page 4*

Celebrating 10: IDG Corporate Services Group's Brian Kukowski *page 8*

Extreme PC contest gains traction for Facebook fan page

PCW Norge uses site to engage with readers, drive traffic to pcworld.no

IDG Norway recently created Norway's Most Extreme PC Contest as a way to build interest in PC World Norge's new Facebook page (www.facebook.com/pcworldnorge) and gain more registered IDG users. The results of the contest, which ran May 25 to Sept. 1: 14,700 fully registered IDG users and 10,600 fans (more than 11,200 as of Oct. 21), not to mention extra revenue from sponsors and advertisers.

More specifically, the contest helped the team to engage more with PC World Norge readers, increase brand awareness and user loyalty and attract new — and younger — users to pcworld.no.

"The contest worked very well as a viral marketing campaign for us," said **Bjørn Unnersaker**, editor-in-chief of PC World Norge and Macworld.no.

The contest enticed people to sign up for the chance to win a PC worth US$23,000; all components were donated and sponsored by vendors. To enter the competition, users had to answer three easy questions such as "What's the name of the biggest PC magazine in Norway?" and Who's the CEO of Microsoft?" They were encouraged to share the contest with their Facebook friends to be in the drawing for additional prizes. As long as users were logged into PC World Norge, they got their own unique Facebook sharing link that enabled PC World Norge to

continued on page 5

CW Netherlands hosts second annual cloud computing event

IDG Netherlands' Computerworld Cloud Event: The Next Step, held on Sept. 21, continued the momentum from last year's debut, once again bringing in a 65% profit margin.

Tom Sanders and Martine Res

The number of sponsors remained consistent — eight, just one less than in 2009 — and advance registrations were on target — the team aimed for 150 to 300 and had 295 pre-registrations. Both statistics were significant, given that four competitors organized similar events within a six-week span of IDG's conference.

Close to 197 IT decision makers came to the event in Haarlem, outside Amsterdam, to learn about strategies for embracing cloud computing services, enterprise and SMB demand for cloud computing, how it will shape the industry and other topics.

The IDG Netherlands editorial team chose six outside speakers, and the sponsors chose and introduced the other six experts.

IDG Netherlands Project/Event Manager **Martine Res** coordinated the event with contributions from **Tom Sanders**, editor-in-chief for IDG Netherlands' B2B brands, who served as moderator; **Volkert Deen**, deputy editor-in-chief, Computerworld Netherlands; **Teun Beemsterboer**, junior brand manager, Business Media; **Gabriella Meijnckens**, manager, B2B Marketing & Events; and **Herman Mantel**, publisher, B2B.

Write to mres@idg.nl.

IDG Australia editorial staff honored at Consensus IT Writers Awards

IDG Australia editors and journalists made an impressive showing at Consensus IT Writers Awards in Sydney on Oct. 1, taking home seven winner and finalist awards. The IDG winners were as follows:

PC World: Best Website winner (www.pcworld.idg.com.au/)

Australian Reseller News: Best Website finalist (www.arnnet.com.au/)

Swan

CIO Australia Editor **Georgina Swan**: Best Editor

Computerworld Australia Journalist **Tim Lohman**: Finalist for Best Feature Writer and Most Entertaining Writer

Lohman

Computerworld Australia Reviewer **James Hutchinson**: Best Technical Writer and Best News Writer

"This really underscores what a talented team we have working here IDG Australia," said **Davy Adams**, managing director of IDG Australia. "Next stop — the Publisher's Australia Awards!"

The Consensus IT Writers Awards honor quality journalism and writing in IT and industry publications. They are sponsored by Dimension Data and supported and endorsed by the Australian Computer Society. The awards are structured to reflect both the individual excellence of journalists and writers and reward consistency in publication values for titles.

For more information go to http://www.consensus.com.au/itw_awards/itw_index.html or contact Adams at davy_adams@idg.com.au.

IDG Vietnam hosts ICT in Finance and CIO Summit events in Hanoi

IDG Vietnam and Indochina's event staff did double duty last month, simultaneously holding the seventh Vietnam ICT in Finance conference alongside the fifth CIO Summit and Awards in Hanoi.

The focus of the ICT in Finance event, titled Building the Foundation of E-Finance 2010-2015 and organized with Vietnam's Ministry of Finance, was on the strategies the local financial sector needs to develop in the next few years to improve processes, reduce taxation and customs procedures and promote e-finance services in order to speed the economic development of Vietnam.

CIO SUMMIT & AWARDS 2010
*IDG Vietnam Managing Director **Tam Le** (sixth from right) stands with the CIO Award winners during a press conference last month. The event, along with the co-located ICT in Finance conference, tapped into the excitement that was building around the celebration for the 1,000-year anniversary of the city of Hanoi, which was held shortly thereafter.*

The two-day conference and exhibition offered 30-plus speakers from Vietnam's banking, finance and government sectors, as well as international finance and technology experts. The event drew 2,300 attendees and 12 sponsors, including EMC, Intel and SAP. More than 40 television and press journalists covered the show.

Launched in 2005 by IDG Vietnam, the CIO Summit 2010 drew 100 participants to hear 23 regional speakers. The theme of the two-day event emphasized the CIO's role as a leader not only in implementing IT but guiding and developing their organizations. Other topics included green IT, cloud computing, IT interoperability and the future of the CIO.

The awards portion of the CIO Summit has recognized 44 outstanding CIOs in a variety of industries. This year, the organizing committee decided to broaden the awards to cover the entire ASEAN CIO community instead of just those from Indochina. The judging panel looked at 60 nominated projects that best conveyed a CIO's influence on successfully driving and managing IT projects. Of the 12 CIO ASEAN Award winners chosen, eight were from Vietnam and four from Cambodia, Singapore and the Philippines.

"The expansion of this year's CIO Awards clearly showed the regional influence and prestige of the event," said **Tam Le**, IDG ASEAN CEO.

The CIO Summit also recognized the best products in a variety of categories, chosen by CIOs and CEOs. Among the recipients were Cisco for network equipment, Hewlett-Packard for printers and Oracle for databases.

*Contact IDG Vietnam and Indochina PR and Communications Manager **Pham Ngoc Tram Anh** at anh_pham@idg.com.vn.*

one on one

the interview

Tomoaki Nakamura
IDC Japan's research vice president is this week's columnist. Reach him at tnakamura@idc.com.

IDC Japan at-a-glance

Established 1975

Headquarters Tokyo

Number of employees 60

Most recent accomplishment
Among IDC Japan's FY10 bookings of 1.9B yen, the most high-growth portion of business is the consulting business, which recorded a booking of 348M yen, which is 116% over FY09.

> *"We conducted a quick survey of the audience using their own smart phones rather than distributing polling devices. There are some affordable cloud services available to conduct surveys in this way, and the best part is that we could change the questionnaire up until the last minute according to the panel discussion outcomes."*

Q There's a lot of talk about "intelligent city projects." What are these and how is IDC Japan involved?

A Intelligent city projects are designed to achieve a sustainable society by utilizing electronic vehicles (EVs) and renewable energy sources in order to reduce CO_2 emissions and energy consumption. Major upgrades of power distribution systems are necessary in advanced countries while from-the-ground-up developments of social infrastructure are necessary in BRIC [Brazil, Russia, India and China] countries, as well as in South Africa. The most significant difference in infrastructures compared to that of a decade ago is the humongous number of embedded devices connected to the IT infrastructures. The IT technology revolution finally enables devices like traffic monitors, digital cameras, vending machines, ATMs and any embedded devices in a city to have an IP address and Internet connectivity.

Those machines communicate with each other and are linked to the servers in data centers so that data traffic data will explode like the big bang as stated in the Digital Universe report by IDC's **John Gantz**. IDC labels this transaction as being M2M (machine to machine) communication compared to HMI (human machine interface) communication.

Japanese enterprises like Hitachi, Toshiba and Mitsubishi are unique in having both IT and M2M competencies. Siemens has both but GE, IBM, HP, Microsoft and even Google have only one or the other. Google, for example, is trying to expand into the M2M domain by investing in EVs and power distribution but not to systems like industrial-control computers and programmable logic controllers. IDC Japan will support those companies in business globalization with services like IDC Energy Insights as well as our custom research offerings.

Q What are some particularly hot topics for IDC Japan these days? What are some of your clients' priorities?

A Japanese enterprises are trying to utilize their core competence in global intelligent city projects. Almost every day I can find major investment and merger activities in smart grids, smart meters, EVs, advanced battery technologies and photovoltaic panel and power generation systems. Almost every week, I see a marketing pitch for yet another conference on intelligent cities, as if it seems like a bet on the future of Japan. At the same time, IT infrastructure is another inseparable part of the game for supporting intelligent city, hence virtualization, cloud computing, data center and smart phones also have become popular topics in Japan now.

Japanese enterprises are targeting global business. It may sound like nothing new because Toyota, Nissan and Honda have been doing this for the last decade, but the reality was that other major industries had only been focused on the domestic market until 2009. In 2010, they realized that there is little room for business growth in Japan after the global recession of the last two years, so they are waking up and starting to invest globally, moving core technology engineers to the BRIC countries and hiring regional general managers there. I witnessed this drastic change in Hitachi's annual Open Day conference in May 2010 where the new CEO, Hiroaki Nakanishi, declared that "Hitachi will be the global company of social infrastructure innovation."

Q You recently served as the Conference Chairperson at the Telematics 2010 event in Tokyo, which focuses on the car as a "connected vehicle." What were a few of the themes?

A The annual telematics conference is a unique conference that focuses on the convergence of IT technology and automotive electrical systems. Major vendors from automotive companies, telecom carriers, first-tier automotive suppliers, and service and platform vendors meet to discuss challenges, opportunities and future direction. This year's highlight was the smart phone and car audio/video system convergence, which Nokia proposed a couple of years ago and got lots of interest in the EMEA [Europe, Middle East and Africa] region. Nokia published the official standard specification as "terminal mode 1.0" this month.

This technology enables car navigation and real-time traffic services running on a smart phone, while contents are rendered on a large dashboard display as well as a high-fidelity speaker system in a car. This is the smart way of combining very short product cycle products like smart phones and very long product cycle hardware like cars. This specification will also address safety issues so that the guidelines and certification will be included in a spec 1.1 in Q1 2011 in order to avoid driver distraction. Connection between smart phones and dashboard is the plug-and-play USB, and WiFi will be supported in the future.

I view this is a very good example of how IT and the automotive industry should work together to realize intelligent car services for consumers.

A little topic I would like to share with IDG here is

continued on page 4

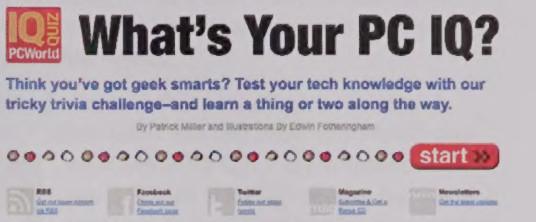
PCWorld Facebook quiz gets more than 10,000 takers

PCWorld recently launched its first ever Facebook quiz, a 45-question PC IQ test that has been taken by more than 10,000 people so far. The quiz, which began life as a straightforward piece for PCWorld.com called "45 Things Every PC User Should Know," was written by Staff Editor **Patrick Miller**.

*(L-R): **Patrick Miller**, PCWorld|Macworld staff editor; **Beth Kamoroff**, art director; and **Toni Panayotov**, social media coordinator, were responsible for orchestrating PCWorld's first Facebook quiz.*

"Patrick's piece was chock-full of great information," said **Steve Fox,** editorial director/VP, PCWorld. "But I wanted to punch it up a bit and make it more fun." So Fox suggested recasting each item as a question in the style of a classic magazine quiz. "We even went out and bought a copy of Cosmopolitan for inspiration," he said.

"Coming up with three or four wrong answers turned out to be harder than writing the questions themselves," said Miller, who enlisted the help of Senior Copy Editor **Stephen Compton** and Senior Editor **Mark Sullivan** in the process.



What's Your PC IQ?

Think you've got geek smarts? Test your tech knowledge with our tricky trivia challenge–and learn a thing or two along the way.

By Patrick Miller and Illustrations By Edwin Fotheringham

Fox said they decided to run the quiz on Facebook rather than PCWorld.com for a couple of reasons. First, the applications development team was busy with other projects and didn't have the time to quickly code a quiz app for the website. And second, Social Media Coordinator **Toni Panayotov** pitched a Facebook quiz as a good way to build our social media presence.

Using an inexpensive piece of off-the-shelf software called MPORGsoft QuizCreation 1.0 (available from PCWorld.com at http://www.pcworld.com/downloads/file/fid,101083/description.html), Panayotov developed icons and a design with the help of Art Director **Beth Kamoroff** and customized the quiz's look and feel. He also worked tirelessly over the better part of a week and weekend programming and, along with Senior System Administrator **Wil Schultz,** troubleshooting the quiz to make sure it worked perfectly.

"We've been devoting major attention to our Facebook page for a while now and as a consequence, our following there is growing rapidly," Fox said. "Our Facebook fans are an important part of our community. If they're intrigued by an item we've posted to our Facebook page, they can go directly to PCWorld.com to read it, and they can 'like' it, comment on it or share it in their feed for friends to see. Given that the average Facebook user has something like 130 friends, it makes sense to engage with this audience in their native habitat."

Check out the quiz at http://apps.facebook.com/pcworldiq/. WU

One on one

continued from page 3

that during the panel discussion we conducted a quick survey of the audience by using their own smart phones rather than distributing polling devices. There are some affordable cloud services available to conduct surveys in this way, and the best part is that we could change the questionnaire up until the last minute according to the panel discussion outcomes. Attendees' satisfaction rating to this survey technique was very high. In addition, we didn't have to deal with managing missing or unused polling devices.

Q What kinds of challenges do you face in trying to maintain IDC Japan's legacy business while trying to take advantage of new business opportunities?

A Today IDC Japan is focusing on trying to expand business in new areas like our Insights practices, which target end-user companies, and user surveys, while maintaining and upgrading the quality of existing services during a time when Japan is experiencing a flat economy and flat IT spending. I am sure that smart thinking on our part, and collaborating with global teams and analysts and incorporating the best practices from other regions, will enable this. WU

How Science Works

continued from page 1

which averages about 100 pages, is largely the same as the U.K. publication. "We do edit out the more British articles," he said. "Then we translate the remaining articles into Swedish and add bits and pieces that give them a Swedish perspective." Imagine Publishing receives 8% of all net revenue of Världens Vetenskap, with a minimum fee of £3,500 (US$5,600) per issue.

Världens Vetenskap Editor-in-chief **Andreas Leijon** *calls his audience "the Discovery Channel Generation."*

Leijon said the audience for Världens Vetenskap is "everyone with a curious mind." He said 60% of its readers were men, 40% women, ages 25 to 44. "They are educated and intelligent but not highbrow — basically, they're the Discovery Channel Generation."

Before it was released in Sweden, the magazine's unique content had garnered more than 3,000 subscription pre-orders. IDG Sweden now sends 45,000 copies to more than 4,300 newsstands across Sweden. Världens Vetenskap's fourth issue is set to ship in a few weeks.

"Our core focus in this early phase is newsstand sales," Leijon said. "The first issue sold 14,000 copies at SEK 79 [$12] — our competitors are about SEK 20 SEK [$3] cheaper, but we're confident that the higher price is associated with quality and reliability — so we decided to continue the magazine after the three-issue trial period. The long-term business is, however, subscriptions. Our main competitor has 128,000 paid subscribers, so that's our very clear target."

IDG Sweden created a website for Världens Vetenskap (www.vetenskap.tv) that offers science-related YouTube videos and information on the latest issue. The magazine also has a presence on Twitter and Facebook. "We give followers fun facts from the magazine," Leijon said. "The idea is to give them ideas for sentences that start with 'Did you know that…'"

Contact Andreas Leijon at leijon@idg.se. **WU**

Licensing model reflects changing media landscape

Världens Vetenskap Editor-in-chief **Andreas Leijon** said that, as far as he knew, IDG Sweden's new How Science Works publication is the first time IDG Sweden has licensed a publication from a third-party publisher.

"I personally think it's a sign of the new media industry where not all competitors have to be enemies." He noted that Imagine Publishing, the U.K. licensor of How It Works, has a licensing deal with a Swedish company called First Publishing that translates Imagine Publishing's Apple publication iCreate into Swedish.

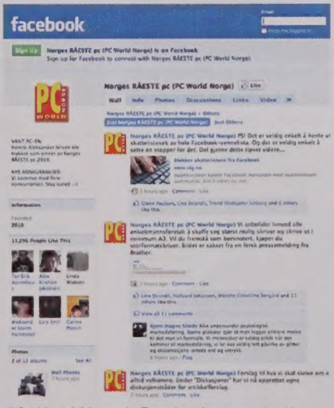
"As I'm also the editor-in-chief of MacWorld Sweden, I carefully watch what they do but have concluded that their product is inferior to ours. It feels translated, which I don't think Världens Vetenskap does."

PC World Norge

continued from page 1

track the viral effect and draw winners from among those who shared the contest.

IDG Norway asked Norway's largest PC vendor and Web shop, Komplett.no, to sponsor the contest for a $12,000 first-year fee. Komplett also built the computer and committed to full customer support for the winner. Vendors that sponsored components for the PC could buy a logo to use in their own marketing materials. IDG Norway also sold ad space on the contest page.


facebook
Sign Up
Norges RÅESTE pc (PC World Norge) is on Facebook
Sign up for Facebook to connect with Norges RÅESTE pc (PC World Norge).
Norges RÅESTE pc (PC World Norge)
Like
Wall
Info
Photos
Discussions
Links
Video
11,296 People Like This

PC World Norge's Facebook page now has more than 11,200 fans.

The Extreme PC contest has spawned several other competitions, judged by the editors, with more modest prizes like a digital camera. These included a photo contest in which people took creative pictures of their own PC (one PC was actually a robot) and a drawing contest (the sketch that made the editors laugh the most won). Contests consistently bring in more visitors, and the fan page has helped boost traffic from Facebook to pcworld.no to between 4,000 to 15,000 visits per week.

The Facebook page has been a highly effective way to have an ongoing dialogue with readers and get ideas for editorial content, Unnersaker said. Readers post links and requests they want the staff to follow up on, and PCW Norge editors talk about what they are currently working on and ask for feedback. For example, a follow-up article to a recently translated piece on the best Android apps will include reader recommendations about their favorite apps.

The staff also sparks online debates by asking Facebook visitors questions like "Do you find the Windows 7 Phone interesting?," "Do you care about the upcoming Apple product launch?" and "Which software is most annoying?"

The team is planning another Extreme PC contest in the June-to-August time frame next year, as well as Norway's Best Christmas Present contest in December with the lure of another "fantastic PC," and several other smaller contests in 2011. The staff has a goal of generating $45,000 in Facebook-driven revenue in FY2011.

Write to bjorn.unnersaker@idg.no. **WU**

Extreme PC a dream machine for gamers

Bjørn Unnersaker, editor-in-chief of PC World Norge and Macworld.no, called the Extreme PC "a dream machine for gamers." The PC was based on Intel Core i7 980X, with an 8-terabyte storage capacity combined with SSDs in RAID for extreme performance. It had three 24-inch Eizo displays running on ATI Eyefinity and a resolution of 5760 x 1200 with full graphic quality.

noteworthy people

Promotions

Levy

PCWorld| Macworld VP, Sales **Stacey Levy** has been promoted to SVP, Sales and Marketing. "Stacey worked tirelessly to restructure and re-energize our sales efforts. The result was a budget-busting year," said PCW|MW President and CEO **Mike Kisseberth**. "Along the way, she took on the additional responsibilities of marketing, promotional program development and ad operations. She played a central role in the launching of Content Works, which also reports to her. The world-class team she leads delivers proposals that are more substantial in content, look better and result in more business than ever. In her spare time, she manages her husband and three kids and tennis. Her energy is boundless, and her enthusiasm is contagious." *stacy_levy@pcworld.com*

New employees

Jae Han joins **IDG Enterprise** as a quality assurance associate. A recent graduate of the University of Massachusetts/Lowell, he holds a B.A. in economics with a minor in French. Away from the office he enjoys music and poker. *jhan@idgenterprise.com*

Yuce

The **CIO Executive Council** has hired **Barlas Yuce** as regional director for the Southwestern U.S. region. He was previously district manager with ADP Totalsource. He earned a B.S. in business management from the University of Texas in Dallas. He enjoys "traveling to strange places and taking care of my yard." He is also getting married next month in Mexico. *byuce@cio.com*

Previously marketing coordinator with Heavy.com. **Robert Haffeman** joins **IDG TechNetwork** as a business development account executive. He holds a B.A. in English from Messiah College in Grantham, Pa., and enjoys muay thai kickboxing, mixed martial arts and writing. *rob_haffeman@idg.com*

Send Noteworthy information, including news about employee awards or speaking engagements to world_update@idg.

IDG Central user tips

There's a lot to you can do on the new IDG Central platform. Here's a sample:

Include a photo and custom information in your profile
Click on the My Profile link on the home page. In the box with your contact information, click on Edit Profile. In the General tab, click on "Click to Upload your Avatar." A square photo works best. Be sure to indicate your time zone before you hit Save. And in the Custom tab, you can scroll down and add in some custom info: when you joined IDG, skills, hobbies, etc.

Make a post in the social media feed
On the home page of IDG Central there is an area called 'What are you working on?" -- similar to a Facebook-like activity stream. Type something very short into the box (just a sentence), for example: what's the main project you'll be working on Monday? Did you or your team accomplish something last week you're proud of? Did you learn something really cool today?

Invite colleagues to be part of your network
Go to the IDG Directory. Search for a colleague, and when the name comes up, click Add as Colleague. When that person goes into the My Profile link on the home page, they can look at the colleague link on the right to see the request. If you receive an invite, click on the invitation link, and click on the box to accept.

McGovern Institute for Brain Research celebrates first decade of discovery

More than 200 guests, including IDG colleagues past and present, researchers, MIT administrators, faculty, family and friends gathered last week to celebrate the 10th anniversary of the McGovern Institute for Brain Research at MIT. The Institute, created with a gift of $350 million from **Pat McGovern** and his wife Lore Harp McGovern, is led by a team of world-renowned neuroscientists committed to meeting two great challenges of modern science: understanding how the brain works and discovering new ways to prevent or treat brain disorders. Keynote speakers at last week's gathering included actor and science enthusiast Alan Alda and broadcast journalist Jane Pauley, who suffers from bipolar disease, and who serves on the Institute's Leadership Board.

PHOTOS BY JUSTIN KNIGHT

IDG Chairman Pat McGovern welcomed guests to last week's celebration.

Pat McGovern *and his wife Lore Harp McGovern (second and third from left) pose with keynote speakers journalist Jane Pauley and actor Alan Alda and Robert Desimone, director of the McGovern Institute.*

MCGOVERN INSTITUTE FOR BRAIN RESEARCH

Pat McGovern *chats with former colleagues* ***Deb Goldstein****, who served as president of IDG List Services for many years, and* ***Evilee Ebb****, past publisher & CEO of Network World, while* ***Howie Sholkin****, director, communications and marketing programs for IDG Strategic Marketing Services, and IDG Communications CEO* ***Bob Carrigan*** *look on.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Stephen Fontaine *IDC*

19
Stephen Hendrick *IDC*
Stephen Pelosi
IDG Corporate Services Group

18
James Farley *IDC*
Maria Lindström *IDG Sweden*

17
Carolyn Johnson *IDG Enterprise*
Sean Weglage *InfoWorld*

14
Slawomir Kosielinski *IDG Poland*

13
Brian McDonough *IDC*
Juan Carlos Perez
IDG News Service

12
Sheryl Hodge *CXO Media*
Carina Nilsson *IDG Sweden*

10
Masato Takeuchi *IDC Japan*

9
Daphne Tan *IDC Singapore*
Sharon Gaudin *Computerworld*

8
KR Sreenivasan
IDC Center for Consultancy & Research (India)

7
Michael Gerard *IDC*
Pooja Mudholkar
IDC Center for Consultancy & Research (India)

6
Leigh Gagin *IDG Connect*

5
Peter Farley *IDC U.K.*

4
Lindsay vanGulden *IDC*
David Best *CXO Media*
Pamela Heylin *IDG Enterprise*
Piotr Twardy *IDG Poland*

3
Patricia Gonzalez *IDC Mexico*
Szabolcs Uveges *IDC Hungary*

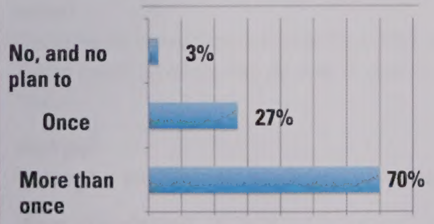
2
Mary Turner *IDC*
Hailey Chan *IDC Malaysia*
Cynthia Hart *IDG World Expo*
Fletcher Guinness
IDG Australia

1
Juan Jin Ng *IDC Malaysia*
Zuriati Binte Balian
IDC Singapore
Karsten Linde *IDG Germany*
Martine Matyus *IDG U.K.*
James Hull *IDG U.K.*
Belinda Tan
IDG Connect Europe
Jim Hopkins *PCWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Question of the Week results

Have you ever Googled yourself?



Log on to www.idgcentral.com to vote on this week's question:
How often do you take your work computer home each week?

Presentations, video from Global Product Line Meeting now available on IDG Central

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04:48/36:15

GPL 2010: Bob Carrigan, Engaging the Future

Bob Carrigan's keynote presentation from 2010 GPL Meeting in Boston.

Watch IDG Communications CEO ***Bob Carrigan*** *deliver his 36-minute opening presentation, Engaging the Future, delivered at this month's Global Product Line Meeting.*

The presentations, including several videos, from this month's Global Product Line Meeting are now available for all employees to view on IDG Central.

Videos include:

- **IDG Chairman Pat McGovern's welcome address**. (28 minutes).
- **IDG Communications CEO Bob Carrigan: Engaging the Future.** An overview of the company's progress in the two year's since the last GPLM, a look at where we are today and how we've stretched beyond our traditional borders to launch new initiatives and businesses, and the critical priorities for FY11 and beyond. (36 minutes).
- **Two corporate videos: IDG: Engaging the Future** and the **Corporate Sizzle Reel 2010.** These short videos (less than two minutes each) are available for download in several formats and are appropriate for use at internal/external IDG meetings. Note: IDG Engaging the Future, a 60-second video that can run on a loop, does not contain a soundtrack. You may wish to supply one of your own.
- **GPL 2010 Candids**. See what could have been Bob Carrigan's final moments as he prepared to enter the "electric cage," a group of IDG Germany colleagues deliver a stirring vocal performance, and various cutting-edge dance and many more memorable moments from this year's meeting.

Other presentations focus on a variety of key initiatives and information from numerous business units around the globe and include: advertiser and audience insights, custom publishing, mobile, SEO, bookazines, the IDG Tech Network, building and growing databases, reader revenue iniatives, the CIO Executive Council, social media marketing and a Great Ideas Showcase featuring eight brief descriptions of products, partnerships and initiatives that are generating new revenue.

All of these presentations are available at the Global Product Line Meeting page on IDG Central. If you have any trouble accessing the site or the presentations, please contact the editors at idgcentral@idg.com. WU

celebrating 10!

Name
Brian Kukowski

Home
Ashland, Mass.

Joined IDG
August 1996 as a Database Administrator

Latest accomplishment
Survived moving my family from a two-bedroom Natick condo to a house in Ashland.

Memorable work moment?
During my first review at a former employer, my boss started the review by saying, "I'm sorry Brian, but we're going to have to let you go." After a few seconds pause, he informed me he was kidding. Very funny in retrospect, but definitely not at the time.

What's kept you at IDG for 10 years?
It's been a great combination of interesting work, a relatively low-stress environment, great co-workers, and a good salary.

Best way someone could compliment you on your work
Tell me I helped solve a problem accurately and efficiently.

One thing you've learned during your tenure at IDG
How to effectively share my opinions, specifically when it involves delivering potentially bad news.

What I'm doing to be a better employee
Constantly reading and learning new things.

Interests outside the office
Running, cycling, cooking, reading.

Family
My wife Rebeca and I have two children: Jayson, 6, and Matthew, 4.

What talent do you wish you had
Play piano at a concert pianist level.

Fantasy job
Doing just about anything for the National Security Agency.

What is the most difficult decision you ever had to make?
Deciding to move from upstate New York to Boston. Pretty much all of my family lives in upstate New York.

First job?
Packaging engineer for a manufacturing company.

What it taught you?
How to effectively work with people at all levels in the company.

***Brian Kukowski**, database administrator in the IDG Corporate Services Group, was the guest of IDG Chairman **Pat McGovern** at a dinner honoring his 10 years of service to the company.*

Most prized possession
Le Creuset 9-quart French oven.

Collection
My collection of dried herbs and spices, currently at approximately 120 items.

Favorite gadget
Tie between Garmin Forerunner GPS running watch and my Android smart phone.

Your last meal would be
New Orleans-style red beans and rice.

What others can't tell just by looking at me
I once played bass guitar in a biker bar band.

Retirement dreams?
None yet. Retirement's way too far in the future at this point.

Manager's profile
"Brian's contributions as a database administrator are critical to the continued operation of many of our IT systems such as corporate financial systems, CI and Lyris. He is conscientious and thorough, which are great characteristics in a database administrator. I can always count on Brian to be looking for ways to stop problems before they occur and fixing them quickly when they do."

— Kevin E. Ford, Senior Manager of Technology Services, IDG Technical Services Group

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Davy Adams *IDG Australia*
Steve Fox *PCWorld*
Andreas Leijon *IDG Sweden*
Patrick Miller *PCWorld*
Tomoaki Nakamura *IDC Japan*
Martine Res *IDG Netherlands*
Pham Ngoc Tram Anh *IDG Vietnam*
Bjørn Unnersaker *IDG Norway*

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IDG World Update

1 NOVEMBER 2010
VOLUME 40, NUMBER 37

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG Enterprise brands launch premium Insider program

Access to select content on all six sites will require visitors to register

The six U.S. IDG Enterprise brands last week launched their version of a premium online program, which, like its West Coast Macworld cousin, is also called Insider. In exchange for supplying standard business card registration information, IDG Enterprise Insiders will have access to premium content from these core IT brands.

Included in the Insider program are CIO.com, Computerworld.com, CSOonline.com, InfoWorld.com, ITworld.com and Networkworld.com.

The beta launch of Insider was introduced to print readers and online visitors through a series of notices in the publications and on the sites, though as a beta release, this is just a beginning, according to Network World Editor-in-chief **John Dix**, who, along with InfoWorld Editor-in-chief **Eric Knorr** headed up the effort to create this new offering. "We began by gating some of our existing content that we believe will appeal to a select audience who values it enough to be willing to provide registration information," Dix said. "Going forward, we intend to flesh out the Insider offering with tools, products and functionality including:

- Benchmark tools that visitors can use to compare where they stand on key initiatives vs. their peers.
- The ability to build custom news alerts that draw from all six sites.
- Access to PDF versions of back issues of the five print publications.
- Gated community discussions.

***John Dix** (l), editor-in-chief at Network World, and **Eric Knorr**, editor-in-chief at InfoWorld, led the effort to develop the Insider program.*

BETA INSIDER

Become an insider!

NETWORKWORLD this week launches the beta release of a free premium online program.

CLICK HERE FOR DETAILS

continued on page 5

Inside this issue

One on one: IDG Communications CEO Bob Carrigan *page 3*

IDG's U.S. business leaders set course for FY11 *page 4*

Celebrating 10: IDC's Cushing Anderson *page 8*

CIO Germany gains revenue with CoffeeBreak videos

First he took CIOs on an elevator ride. Now he's serving them coffee.

CIO Germany Editor-in-chief **Horst Ellermann** is the host of the CIO CoffeeBreak video series, a new advertising vehicle in which he interviews vendor CIOs about topics such as their company's strategic agenda and new products.

The concept grew out of the successful — and buzz-worthy — "elevator pitch" videos the company sold at Cebit earlier this year. For those, company executives were offered a chance to distill their key marketing messages into a 30-second chat with Ellermann while they rode in an elevator in one of the exhibit halls. The 26 segments each sold for 500 euros (US$688) and were displayed on the websites of CIO, Comput-

continued on page 4

PCW's Android App Guide aims to be go-to resource

Complementing its online iPhone AppGuide, PCWorld earlier this year launched its online Android AppGuide (www.pcworld.com/appguide/index.html?platform=2). The Guide offers editorial and user reviews and recommendations for the thousands of applications available for smart phones running the Google-owned Android operating system.

"With more than 100,000 Android applications to choose from, our goal is to become the go-to resource for app recommendations," said PCWorld | Macworld VP, Business Development **Ulla McGee**. She added that PCW is also looking to draw a younger demographic of site visitors as well as new advertisers and revenue.

As of Oct. 25, there were about 100,000 apps in the Android App Store, which pulls a feed from Google's

continued on page 2

Android Superguide: 700 copies and counting

Repurposing and recycling is not just for the eco-minded. To date, PCWorld has seen about US$9,000 in revenue from its Android Superguide. Launched in May, the content of the 123-page book on Android OS smart phones was largely distilled from content published earlier on PCWorld.com.

Written and compiled in about a month by PCW Executive Editor **Robert Strohmeyer** and Associate Editor **Ginny Mies**, the Superguide looks at the Android operating system, the best Android devices and applications, how to use and organize the apps and multimedia management features, tips and tricks. (A free 18-page preview of the Superguide can be seen at http://static.pcworld.com/superguides/android-sg-preview.pdf.)

Android
PCWorld
SUPERGUIDE

The Android Superguide is available for $12.95 in PDF and CD-ROM formats; there is no print edition in order to save costs, said **Kimberly Brinson**, PCW managing editor. About 700 copies have been sold to date.

A shorter, revised version of the Superguide with no device reviews but updates on the operating system portions is also available at the official Android Market (http://www.android.com/market/). E-mail blasts and house ads in the print edition of PCWorld promote the Superguide.

PCWorld also offers a 60-page Windows 7 Superguide, which has sold about 2,500 copies to date and brought in $27,000 in revenue. PCW is currently working on two more Superguides on Security and Performance tips.

Write to at kbrinson@pcworld.com.

Android

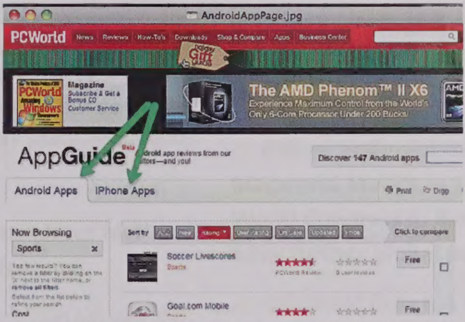
continued from page 1

Android Market software store (www.android.com/market/). "We are trying to feature basic information about the vast majority of them, including price, developer, description, screenshots and content category," McGee said.

Reviews are written by freelancers. PCWorld Editorial Intern **Brent Hopkins** edits these reviews and makes sure a new one is posted to the App Guide every morning.

Users can search for apps by category (i.e., Entertainment, Finance, Lifestyle, etc.), use links to Newest Apps, Most Popular or On Sale apps, among other categories including collections of apps selected by PCW editors, or type the name of the app or genre of the app into the search box. On the resulting pages users can sort by criteria such as price (up or down), alphabetical, top user-rated, top edit-rated, new and recently updated. On the individual app-detail pages users can search on a Similar Apps tab that displays a list of apps similar to what the user is looking at. To help users choose between several similar apps, the App Guide's sort and filter pages display both the editorial and user ratings in the listing.

With the desired app selected, Guide users take a photo of the QR code on the top left of the app page with their Android device to purchase the app. Users can then find the corresponding app on their phone and download it.



PCW site visitors can view both the iPhone AppGuide and the Android AppGuide by toggling between tabs.

McGee noted that in contrast to iTunes, Google does not share revenues from app downloads with referring sites. "Android apps tend to be lower-priced than iPhone apps or, certainly, Blackberry apps, and a larger percentage of apps is free," she said. "For us, building an Android App Guide wasn't about generating revenues from app sales. Rather, we believe that the 'open to all' nature of the Android operating system allows for competition among handset manufacturers and carriers for Android fans. Competition is always good for us, and we believe that by capturing this audience we can capture some of the carriers' and handset manufacturers' marketing dollars."

PCW will integrate its app coverage more tightly with its reviews of Android devices as well as more fully integrate the Android and iPhone app databases into its product capsule strategy, she added.

Because PCW|MW had the basic architecture in place, thanks to MW's iPhone AppGuide, the Android AppGuide was "not a huge development effort," McGee said. "The only issue that took — and still takes — some time was to build and maintain the Android Market crawler." Since the launch, PCW's Web crawlers pull information about the apps from the official Android Market. However, Google does not actively support Android Market crawls by third parties, McGee said. "Thus we constantly have to adjust our crawler to unannounced changes or glitches to the Market," McGee said. "As we are building our reviews database, we are thinking about limiting the crawl and our database to only apps that have been reviewed or mentioned by our editors."

*PCWorld Associate Editor **Ginny Mies** (seated) worked on the Android AppGuide team and also contributed to the Superguide (see sidebar) along with PCW Art Director **Beth Kamoroff** and Executive Editor **Robert Strohmeyer**.*

IDG WORLD UPDATE

PCW has tried to integrate the Android AppGuide seamlessly into the rest of PCW.com by linking it to from article crawls, index pages and from within site navigation. "This tight interlinking gives any new section on our site more weight with search engines," McGee said. "For example, if you search 'Android app reviews' on Google, the AppGuide is the second unpaid link that shows up. This gives us more promotion than any banner ad ever could, and it is achieved only through tight interlinking of the new site section with existing site sections."

Key PCW employees behind the Android App Guide were Managing Editor **Kimberly Brinson**, Senior Manager, User Experience **Sky Collins**, Associate Editor **Ginny Mies** and Hopkins. Senior Software Developer **Alexis Barrera** maintains the AppGuide.

Contact Ulla McGee at umcgee@pcworld.com. WU

the interview

one on one

Bob Carrigan
The CEO of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

Q How did FY10 close out in terms of IDG's financial achievements against our goals?

A The best way to summarize IDG Communication's FY10 worldwide results is to say that we far exceeded our business plan for the year and have made great strides in getting closer to our pre-recession profitability levels — but we are not there yet. In FY10, IDG Communication worldwide exceeded its profit target by 61%, which was a fantastic achievement. Our cost structure was much lower, but we also benefited from having a high composition of online properties, which helped us as the online market came back stronger than expected.

As the year progressed, we gained momentum: Our total revenue in Q4 was up a whopping 27% over the same quarter in the prior year. I am very pleased that IDG's worldwide online revenue grew by 25% during the year, far exceeding the market growth rates. We also did a great job of managing print for profit. We actually grew our profits even as our revenue declined, which means that direct print expenses were kept in check. And our business units around the world made a lot of smart moves in the events space, focusing efforts on the most profitable events.

> *"As the year progressed, we gained momentum: our total revenue in Q4 was up a whopping 27% over the same quarter in the prior year. I am very pleased that IDG's worldwide online revenue grew by 25% during the year, far exceeding the market growth rates. "*

Finally, we had great success in closing a number of very large integrated deals with some top customers who have focused their media buys with the top media companies that can deliver programs across a vast array of media properties. All of these things — and more that I can't name in this short space — contributed to a great year.

Q Can you share some thoughts about last month's Global Product Line Meeting?

A The Global Product Line Meeting (GPLM) was the most interactive I've seen of these meetings. Many great ideas were exchanged and new connections were made among IDG colleagues. The theme of the meeting was "Engaging the Future," which had the double meaning of putting a focus on engaging our customers in new ways while we embrace our exciting future.

There was so much to take away from the meeting, but it was especially exciting to see all of the new mobile developments from around the world. I left with the feeling that we have so much room to grow in areas that serve the reader, which will open up new ways to charge for content. [For more about the meeting, see the wrap-up article and links to presentations and videos on the Global Product Line Meeting page on IDG Central.]

Q For years now, we've been talking about "the year of mobile." At this month's GPLM, we heard from several speakers, including you, that this is *really* the year of mobile. What has changed?

A We have made great strides in mobilizing our web sites, creating apps and experimenting with new revenue streams. In other words, we now have many countries actually launching mobile initiatives. By having products in the market, we can lead the market. I don't think that we have to wait around for it to develop. It is happening, and we have a chance to bring our end-user and advertising customers into the mobile information age.

Q At the GPLM, we heard a lot about custom content projects being undertaken by various IDG business units on behalf of customers. These may include hiring bloggers to create posts and comments that align with a customer's messaging. Is there a potential for conflict of interest for IDG with such muddying of the blogosphere waters?

A If the project is a custom content project, sponsored by an advertiser, it should be clearly labeled as such and should in no way look like one of our branded editorial properties. The same rules apply here as they do with all of our properties regarding church-and-state/editorial-and-advertising separation.

Q IDG recently signed a deal with GSMA to run Macworld Mobile in Hong Kong and the Mobile World Congress in Barcelona. Does this deal have further global potential for IDG?

A IDG World Expo has done a great job in landing new event partnerships where we produce the event for an association or event owner and receive a share of the proceeds. This has opened up a new revenue stream beyond owning and operating all events outright. As more associations and more of our vendors pursue their own events, which is a growing trend, we need to be market-focused by striking more of these "event services" relationships. IDG World Expo did the deal with GSMA, which will hopefully lead to more events with this prestigious mobile association.

Q Where can business units that are just getting starting to work on mobile initiatives learn more about what their peers are doing?

A We now have a Mobile Hub group on IDG Central

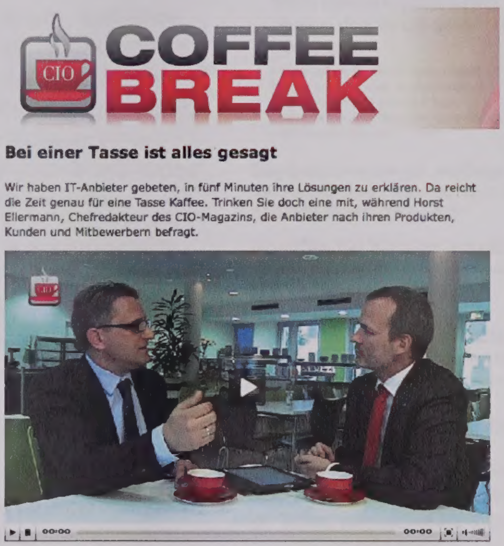
continued on page 7

CIO CoffeeBreak

continued from page 1

erwoche and TecChannel for two months. (See the March 22, 2010, issue of IDG World Update.)

CIO CoffeeBreak is a five-minute video in which Ellermann greets his guest arriving at IDG Germany, brings him or her into the kitchen to make a cup of coffee and settles in for a conversation in the lunchroom, a courtyard table or a conference room; each video is different. Even though IDG Germany has a fully outfitted video studio on site in which they produce webcasts and other multimedia products, the staff decided to film the series in other locations around the office. "We wanted to avoid the typical 'talking heads' situation and gain vitality by moving around," said **Michael Beilfuss**, publishing director for IDG Germany's business media group.



Bei einer Tasse ist alles gesagt

Wir haben IT-Anbieter gebeten, in fünf Minuten ihre Lösungen zu erklären. Da reicht die Zeit genau für eine Tasse Kaffee. Trinken Sie doch eine mit, während Horst Ellermann, Chefredakteur des CIO-Magazins, die Anbieter nach ihren Produkten, Kunden und Mitbewerbern befragt.

*CIO Germany's **Horst Ellermann** (right) talks with vmware VP Thomas Kühlewein about cloud infrastructure.*

The client chooses the topic in advance, and Ellermann and his guest e-mail or talk briefly in the days before the shoot to outline a plan. Filming takes about two hours, depending on how comfortable the guest is in front of the camera, and post-production about three hours.

Each video is hosted on CIO.de's CoffeeBreak page for six months, unless the client prefers other terms. The video price of 5,500 euros (US$7,717) includes a text ad in CIO's newsletter as a traffic driver for the video. Clients can choose a print-only option for 9,800 euros ($13,750) that includes a one-page color advertorial in CIO featuring one of the vendor's executives and a two-month document hosting of a white paper PDF download that requires registration. The combined print and video package is 13,500 euros ($18,941).

There are currently 10 CoffeeBreak videos online sponsored by Microsoft, IBM, VMware, Siemens, Verizon and others. The staff aims to sell another five by the end of 2010 and 20 to 25 next year.

Regina Hermann, account manager/new business manager, has sold both the Elevator Pitch and the CoffeeBreak videos "very successfully," Beilfuss said. "This product combines several real benefits for the client. It gets their representative in front of the CIO audience in a compelling and interesting way, makes the vendor rep out to be the 'hero,' and gets them some face time with Horst, who is highly regarded in the market."

To see the videos go to http://tinyurl.com/27z396o. Write to mbeilfuss@idgbusiness.de or rhermann@idgbusiness.de. WU

IDG's U.S. business leaders set course for FY11

IDG held its annual U.S. Leadership Meeting last week in Palos Verdes, Calif. The agenda included a review of the past year's financial results and updates on World Expo activities, the IDG Tech Network, U.S. HR activities and programs and a review of U.S. venture capital activity.

At the meeting's conclusion, the group enjoyed an evening cruise aboard the "Mojo," a 100-foot yacht that has hosted many of Hollywood's biggest names as well as three U.S. presidents.

*At left (l-r): **Peter Longo**, CEO, IDG Syndication and Networks; **Mike Kisseberth**, president & CEO, PCWorld | Macworld; **John O'Malley**, president, IDG Global Solutions; **David Hill**, president & CEO, IDG International Publishing Services; **Pat Kenealy**, managing director, IDG Ventures San Francisco; **Pat McGovern**, chairman, IDG; **Alex Rosen**, managing director, IDG Ventures San Francisco; **Bob Carrigan**, CEO, IDG Communications; **Mike Friedenberg**, president & CEO, IDG Enterprise; **Nelva Riley**, executive assistant tot the CEO; **Matthew Yorke**, president, IDG Strategic Marketing Services; **Piper Sheer**, SVP, Human Resources, IDG Communications; **Marci Yamaguchi Hughes**, president, GamePro Media; **Kevin Krull**, VP, business operations, general counsel, IDG; and **Mary Dolaher**, CEO, IDG World Expo.*

IDGE Insider

continued from page 1

- Aggregated content on given topics made available to Insiders as reference guides.

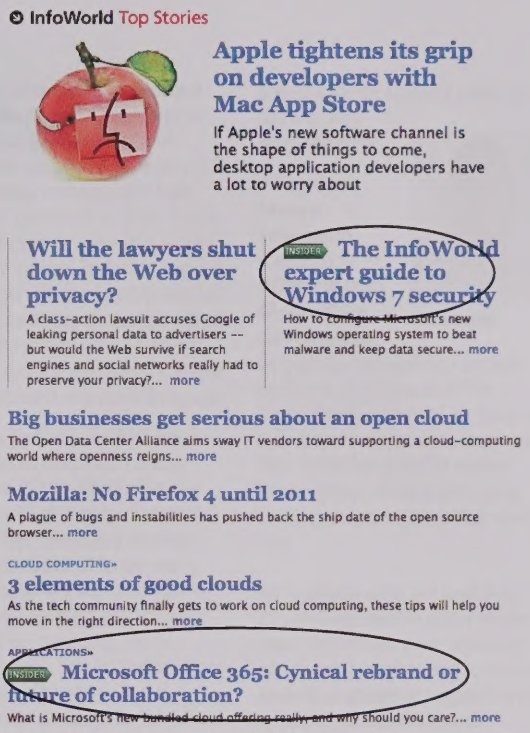
"Most of us are gating content that we offered ungated before, but I think all of us are already discovering that some extra effort is required to produce sufficient gated content," noted Knorr. "And since additional resources are not part of the deal, some shift in our existing resources will be required. Too much of that, however, will result in a drop in traffic, so we must all find our own way to balance these efforts." Knorr said the goal is for each brand to post three new pieces of gated content per week.

Dix said the timing of the launch is in keeping with the industry trend. "There seems to be a general shift toward gating content, with early success on the part of the Wall Street Journal, Consumer Reports, and the Financial Times, and others, such as the New York Times, the Boston Globe and Variety, looking to launch premium content products in the coming year."

In addition, IDG Research Services recently completed IT audience research that found that nine out of 10 respondents said that they would be willing to register for content they found valuable. (For more about this study, contact **Janet King**, VP and general manager, IDG Research Services, at janet_king@idgresearch.com, or see her presentation from the IDG Global Product Line Meeting on IDG Central.)

Some of the programs Dix and Knorr studied while gearing up for this launch are paid (such as Macworld Insider), some require registration and others are hybrids, Dix said, meaning you get some content for free, more if you register and everything if you pay. Often, he added, the model seems to reflect what the brand has been doing in print. "If you have a paid circulation, it may be more likely you will try to get people to pay something online; if you are a controlled circulation property, you might reach for registration."

Unlike the old qualified circulation model, where only individuals who met certain criteria in terms of job title, purchasing authority, etc., could receive a publication for free, IDGE Insider plans to allow anyone to register for its content. "We presume, however, it will be somewhat self-selecting. What we're gating is core enterprise IT content, so the folks who are most interested in that and will register to get at it, will be, by definition, a certain demographic."



InfoWorld Top Stories

Apple tightens its grip on developers with Mac App Store

If Apple's new software channel is the shape of things to come, desktop application developers have a lot to worry about

Will the lawyers shut down the Web over privacy?

A class-action lawsuit accuses Google of leaking personal data to advertisers -- but would the Web survive if search engines and social networks really had to preserve your privacy?... more

INSIDER The InfoWorld expert guide to Windows 7 security

How to configure Microsoft's new Windows operating system to beat malware and keep data secure... more

Big businesses get serious about an open cloud

The Open Data Center Alliance aims sway IT vendors toward supporting a cloud-computing world where openness reigns... more

Mozilla: No Firefox 4 until 2011

A plague of bugs and instabilities has pushed back the ship date of the open source browser... more

CLOUD COMPUTING»

3 elements of good clouds

As the tech community finally gets to work on cloud computing, these tips will help you move in the right direction... more

APPLICATIONS»

INSIDER Microsoft Office 365: Cynical rebrand or future of collaboration?

What is Microsoft's new bundled cloud offering really, and why should you care?... more

Insider content appears on the website labeled with the green Insider logo. Visitors can read the first three paragraphs but must register to access the complete article.

In terms of what content will be gated, Dix said, the program is still in the trial phase, with the editors trying to gate different types of content t see what has the most draw. The first three paragraphs of all gated Insider content, which is marked with a green Insider logo, will be available to all site visitors. "We presume the best chance to get someone to register is to hook them with something they desire and then require them to register to get more. Putting the whole story behind a gate would just kill page views."

And while Dix said a few readers have "balked" at registering, they have not heard many complaints. Within the first five days, there were 1,788 Insider registrations across the Enterprise sites.

For more information, contact John Dix at jdix@nww.com or Eric Knorr at eric_knorr@infoworld.com. WU

Calling all IDG shutterbugs!

OK, the photo calendar contest is over for another year and your photo was not among the chosen few... Don't despair! Put your photographic skills to work by documenting a small slice of daily life at your business unit and sending it to the World Update editors for possible inclusion in the Photo of the Day feature on the home page of IDG Central. Photos depicting employees at work or play are of most interest. If you submit a photo, please be sure to identify everyone in the picture and add a brief sentence or two explaining what is going on. Make sure your business unit gets its fair share of worldwide fame! Please send photos to world_update@idg.com.

IDG's Online Operations Group worked tirelessly to bring Insider to life

The beta launch of Insider required a Herculean effort by everyone in the Online Operations Group, said Network World Editor-in-chief **John Dix**. Headed up by CTO **Ray Anderson**, the team includes: **Emily Borgna**, web applications developer; **Monique Caron**, manager of web development; **Jay Zheng**, principal architect; **Jason Croci**, senior web applications developer; **Mike Guerin**, senior web applications developer; **Kevin Gerich**, manager of web development; **Kate Davis**, web developer; **Chris Lin**, senior software engineer; **Tom Kroon**, director of development; **Val D'Aquila**, senior web producer; **Lise Fracalossi**, associate web producer; **Chris Beaman**, user experience designer; **Matt Goebel**, executive producer; **Austin Matthews**, associate manager operations; **Johanna Himes**, quality assurance manager; **Jae Han**, quality assurance associate; **Dave Gradijan**, web producer.

noteworthy people

Promotions

Brian Glynn, VP, Online for **IDG Enterprise**'s CIO, Computerworld, CSO and Network World and is now SVP, Digital for those publications, and **Sean Weglage**, VP, Online for IDGE's InfoWorld, ITWorld and ITWhitepapers, is now SVP, Digital for those products.

"Both Brian and Sean have created and fostered strong relationships within our vendor community, said **Mike Friedenberg**, IDGE president and CEO. "Brian joined IDG in 2005 as Eastern regional sales director for CIO and has made significant contributions to IDGE, resulting in revenue growth across all sites under his leadership (cio.com, computerworld.com, csoonline.com and networkworld.com)". "During his tenure, Computerworld's worldwide audience, as reported by comScore, has grown to 3.87 million unique visitors in August 2010, a 24% increase since February 2010 numbers. There have been numerous innovations in ad units and program creation, including vertical sites on Computerworld.com, social media with the CIO Forum on Linkedin, CSO Daily Dashboard and Fast Forward webcasts on Networkworld.com all designed to meet customers' marketing objectives.

Weglage

IDG WORLD UPDATE

"Sean joined IDG in 1993 as data entry specialist and has been instrumental in creating new editorially driven sponsorship programs on InfoWorld.com, including the Deep Dive and Bootcamp programs which have resulted in a 24% revenue increase in the past year. Under his leadership, ITworld was named to Media Business' List of 10 Great Media Sites in the Web 2.0/Tech category that focuses on sites with strong community/social media aspects. This award also highlighted innovative advertising programs including the Sponsored Blog and Feature Download. Sean currently oversees online sales for InfoWorld.com, ITworld.com, ITNews.com and ITWhitePapers.com." *bglynn@cxo.com, sean_weglage@infoworld.com*

New employees

Thallapragada

IDG WORLD UPDATE

PCWorld | Macworld has hired **Bhramara Thallapragada** as a quality assurance manager. She previously worked for Arvato Finance Services as a senior quality assurance lead. She holds a B.S. in engineering, specializing in electronics and telecommunications from Rajiv Gandhi Prodyogik Vishwavidhyalaya University in Bhopal, India, and enjoys travel, hiking and watching Bollywood movies. *bthallapragada@pcworld.com*

Fallon

Greg Fallon is the **CIO Executive Council**'s new regional director. He was previously supply chain specialist with Gartner and holds a B.S. in finance from Boston College and has done graduate studies in international finance at the University of Hartford. Away from the office he enjoys coaching his childrens' sports teams, biking and skiing. *gfallon@cio.com*

Singh

IDC Framingham has hired **Rajani Singh** as a research analyst with its U.S. PC Tracker program. She previously worked for the University of Massachusetts' finance department as a research assistant. She holds an M.B.A. from UMass, majoring in finance and accounting, and enjoys time spent outdoors with her pets, traveling and exploring various cultures and cuisines. *rsingh@idc.com*

Previously a research director with Gartner's Enterprise Voice Communications division, **Rich Costello** joins **IDC**'s Enterprise Networks group as a senior research analyst. He earned a B.S. in business management from Rutgers University in New Brunswick, N.J., a diploma in electronics from Lincoln Technical Institute and is certified to teach business education at the secondary-school level. In his free time he enjoys music, running and home improvement projects. *rcostello@idc.com*

Maura Lydon joins **IDC Framingham** as a research analyst with the Worldwide Enterprise Trackers-Disk Storage Systems group. She previously worked at an insurance defense law firm supporting the controller in financial reporting and analysis, as well as managing the IT environment. She graduated from Wellesley College with a B.A. in economics and outside the office is involved with her former dance school and has recently taken up running. *mlydon@idc.com*

Townsend

IDG WORLD UPDATE

Billing Clerk **Mason Townsend** comes to **PCWorld** from MyNewPlace.com where he was office manager and account assistant. A graduate of San Diego State University, he holds a B.S. in criminal justice administration. In his free time he enjoys films, eating contests and going to the gym. *mtownsend@pcworld.com*

All business units are welcome to send information about promotions, new employees, returning employee, transfers and employee awards or speaking engagements to world_update@idg.com.

Writing Workshop blog on IDG Central

PCWorld Senior Copy Editor **Steven Gray** authors the Writing Workshop blog on IDG Central. Here's a sample from last week's posts. For more, go to Employee Blogs on the home page of IDG Central.

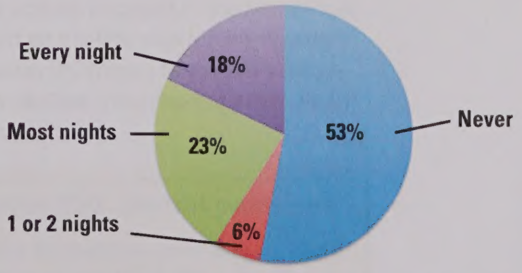
Example: If you have any doubts about its ***veracity***, delete the message and its attachment.

Since "veracity" refers to truthfulness or accuracy, rather than to trustworthiness or wholesomeness, we infer that the author means "legitimacy" here, not "veracity." Also, since the recipient of a suspect e-mail message may have doubts about the legitimacy of both the message and the attachment, the word before "legitimacy" should be "their," not "its."

Better: If you have any doubts about their legitimacy, delete the message and its attachment.

Question of the Week results for Oct. 25

How often do you take your computer home each week?



Log on to www.idgcentral.com to vote on this week's question: **iPhone or Android?**

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Jayne Enos *IDG*

21
Yoshitomo Fukuda *IDG Japan*

20
Cornelia Kraemer *IDG Germany*
Stephan Scherzer *PCWorld | Macworld*

19
Jolanta Szot *IDG Poland*
Hugo Shong *IDG Asia*

18
Joachim Hackmann *IDG Germany*

17
Richard Heiman *IDC*
Selinna Chin *IDC Asia Pacific*

16
Eric Sheppard *IDC U.K.*
Fredrik Bernsel *IDG Sweden*
Sabine Mayer *IDG Germany*
Kim Nash *CXO Media*

15
Thomas Gunni Pedersen *IDG Denmark*
Ricardo Sampaio *IDC Brazil*

14
Jolana Lammelova *IDG Czech*
Magnus Höij *IDG Sweden*
Annemarie Lootsma *IDG Netherlands*
Mario Morales *IDC*
Patrick Thibodeau *Computerworld*

12
Franck Nassah *IDC France*
Christian Toepfer *IDG Germany*
Amy Kelley *IDC*
Amanda Conroy *IDG Australia*

11
Chris Ingle *IDC U.K.*
Geoffrey O'Connor *PC Advisor*
Manfred Aumaier *IDG Germany*
Maggie Tan *IDC Malaysia*

10
Mats Brandon *IDG Sweden*
Elly Delemarre *IDG Netherlands*
Hans-Christian Dirscherl *IDG Germany*
Alexander Beck *IDG Germany*
Mary Jane Donnelly *IDC*

9
Jennifer Xu *IDG China*
Ineke Kievit-van Hese *IDG Netherlands*
Thomas Jank *IDG Germany*
Ruediger Guzikowski *IDG Germany*
In-Hyung Baik *IDC Korea*

8
Eugene Henderson, Jr. *IDC*
Jeanne Capachin *IDC*
Patricia Henderson *IDC*
Bo Lykkegaard *IDC Nordic/Denmark*

7
Janet Ward *IDG*
Lisa Li *IDG China*
Christian Loebering *IDG Germany*
Sigrid Falkner *IDG Germany*
Gary Clarke *IDC Australia*
Patrick Burke *IDG*

6
Mark Buckley *IDC U.K.*
Scott Gemmell *IDC U.K.*
Elisabete Ribeiro *Now!Digital Business*
Renata Bevilacqua *IDC Brazil*
William Roch *IDC*

5
Minori Tanji *IDG Japan*
Gonny Tholen *IDG Netherlands*
Mirja Wagner *IDG Germany*
David Lee *IDG Switzerland*

4
M Sukapintha *IDG Netherlands*
Anthony Bebee *IDC*
Trine Børve *IDC Nordic/Denmark*
Deb Begreen *IDG Enterprise*
Nanette Funsch *IDG World Expo*
Suzanne Levecque *IDG World Expo*
Mariella Ley *IDG World Expo*
Maureen McNeil *IDG World Expo*
Melissa Messier *IDG World Expo*
Linsy Reese *IDG World Expo*
Alida Roberts *IDG World Expo*

3
Martin Noska *IDG Czech*
Piotr Rodzen *IDG Poland*
Marcin Rosiczka *IDG Poland*
Jaroslaw Skawinski *IDG Poland*
Helle Kaptain *IDG Denmark*
Patrick Melgarejo *IDC Peru*
Christoph Klapetek *IDG Germany*
Stefan Huegel *IDG Germany*
Lidice Fernandez *IDC*
Christopher Morris *IDC Australia*

2
Jennifer Kavur *IT World Canada*
Mandy Fang *IDG China*
Kitti Kovacs *IDC U.K.*
Kazuhiko Hayashi *IDC Japan*
Krystian Grzenkowicz *IDG Poland*
Estelle Chapin *IDC France*
Marion Lapeyroux *IDC France*
Cyril Meunier *IDC France*
Armin Weiler *IDG Germany*
Benjamin Schischka *IDG Germany*
Craig Wilga *IDC*
Li Shian Chang *IDC Malaysia*
Mark Lee *IDC Singapore*

1
Melissa Langley *IT World Canada*
Lulu Zhu *IDG China*
Yingmiao Sun *IDG China*
Hyde Ding *IDG China*
Jenny Lv *IDG China*
Sandra Zhou *IDG China*
Wendy Li *IDG China*
Johnny Högdahl *IDG Sweden*
Kristian van Tuil *IDG Netherlands*
Kahlon Chamanpreet *IDG Global Solutions EMEA*
Paulina Szymanska *IDG Poland*
Bruno Tasco *IDC Brazil*
Frederik Schindler *IDG Germany*
John Ui Lip Cheah *IDC Malaysia*
Yang Lin Lin *IDC Malaysia*
Alvin Wai Mun Tang *IDC Singapore*
Neil Dhanowa *Computerworld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

One on one

continued from page 3

where IDGers can share information and insights about mobile development and strategies. IDG Central is also on the cusp of relaunching the Mobile Alert blog, in which several IDG employees from different business units will provide updates on what they're working on in mobile and information about industry trends, etc. We currently have 28 representatives who are actively engaged in the Mobile Hub, so I think that this should be the first step for any country that is jumping into mobile. [PCWorld | Macworld VP/Business Development] **Ulla McGee** is leading this effort. Reach her at umcgee@pcworld.com. WU

Want to change your IDG Central password?

If you would like to change the machine-generated password you were sent for IDG Central, go to My Profile. In the Site Tools area to the right of your profile info, choose the Change Password link and follow the prompts.

celebrating 10!

Name
Cushing Anderson

Home
Boston

Joined IDC
August 1999 as a Senior Analyst, IT Education and Training research.

Current title
I am program vice president for IDC's Project-Based Services research. In this role, I am responsible for managing the research agenda, field research and custom research projects for IDC's Business Consulting, Human Resources and Learning research programs.

Three things I do in a day's work
It seems that every day I am building a custom research proposal, fielding some type of custom research or writing up results of a custom project. Additionally, I field 10 surveys a year for my research program and love to analyze the results to develop compelling market messages for my custom clients and syndicated research.

Best part of your job
Developing models and tools to help collect large volumes of survey data and analyst insights.

Job perk
I get to work with lots of very smart, committed people who always challenge your ideas in order to provide the best insights for our clients.

Latest accomplishment
I am fielding my fourth annual global survey of business consulting buyers and am in the process of completing five IDC Marketscapes simultaneously.

View from my work space
I see deer, turkeys and lots of squirrels (out my office window).

What I'm doing to be a better employee
I like to be part of the first wave of new initiatives — at IDC that includes things like the IDC Marketscape and the CIS Strategy initiatives. I think enthusiastically participating in new projects gives me an opportunity to constructively improve those initiatives and help roll them out to my colleagues.

Interests outside the office
In the spring and summer, I spend a lot of time working with my wife on our flower garden and recently started growing vegetables. I race sailboats from June to September in Boston and Rhode Island. And several colleagues and I play squash every week for exercise.

Most rewarding thing you've ever done
For 20 years I have worked with the Samaritans, a suicide prevention hotline. I have been a phone line volunteer, a volunteer trainer and a member of the board of directors. This past year, the Samaritans answered 100,000 telephone calls in the greater Boston area.

*IDC's **Cushing Anderson** (l) was the guest of IDG Chairman **Pat McGovern** at a recent dinner honoring his 10 years of service to the company.*

Of what accomplishment at work are you most proud?
I was named GRAC Analyst of the Year in 2008 — nominated and selected by IDC's clients.

First job?
I was a bank teller, but I wasn't very good at balancing out my till at the end of every day. My supervisor had to help me most days.

What it taught you?
To this day, I don't see a lot of value in balancing my checkbook.

Most prized possession
My wedding band.

Your last meal would be
Very long.

Manager's profile
"Cushing is a talented, creative analyst who takes a business consulting approach (an area of the professional services industry he researches, along with IT education) to get a deep understanding of current trends. Cushing is a natural leader who pioneers new research methods to uncover insights and new perspectives. As a result, he is valued as a strategic advisor to major services clients and has been named Analyst of the Year by IDC's Global Research Advisory Council members."

— Henry Morris, Senior VP, Worldwide Software and Services, IDC

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Michael Beilfuss *IDG Germany*
Kimberly Brinson *PCWorld | Macworld*
Bob Carrigan *IDG*
John Dix *Network World*
Eric Knorr *InfoWorld*
Ulla McGee *PCWorld | Macworld*
Sebastian Woerle *IDG Germany*

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IDG World Update

8 NOVEMBER 2010
VOLUME 40, NUMBER 38

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDC Insights launches high-end program for CIOs, IT executives

Partnership with CIO Executive Council offers customers access to peer network

"We strongly believe that to sell high-level research advisory services to CIOs we need to offer a peer-to-peer network like the CEC, and we did not want to build another one when CIO had such an excellent one in place."
— IDC President and CEO Kirk Campbell

IDC Insights and the CIO Executive Council (CEC) have a formed a partnership that will help IDC strengthen its relationship with CIOs and other IT executives while boosting the Council's efforts to expand its membership internationally. Last week, IDC announced an exclusive series of IT Executive Programs (IEP), designed to help busy IT executives leverage technology to drive business strategy.

IDC'S IT EXECUTIVE PROGRAMS
Driving Business Strategy through Technology

IDC's IT Executive Programs comprise three separate offerings, the flagship of which is the Executive Technology Advantage Program (ETAP). ETAP customers will have access to IDC's team of more than 1,000 global analysts, IDC Insights' industry-specific research and the CIO Executive Council's peer network of more than 1,400 CIOs and IT executives. Each ETAP customer will also have a personal IT Executive Advisor who will meet with them four times a year for in-person strategy sessions and assistance in navigating the program's myriad resources.

The program will be sold by IDC Insights' worldwide sales force, which has local representation in many of the key markets into which the CIO Executive Council intends to expand. Over the last year, the Council created a number of partnerships with IDG businesses in Europe and hired local on-the-ground support. As a result of the partnership with IDC Insights, this expansion effort expands to multiple countries including the U.K., Germany, Benelux and more.

"This agreement is a real win-win partnership for

continued on page 4

IDG-wide mobile information-sharing initiatives take shape

Delivering content to mobile devices, creating applications and developing revenue opportunities around mobile is a priority for IDG — as is sharing information about these efforts — and in recent weeks several new initiatives have blossomed to assist employees in capitalizing on the mobile market.

These include the Mobile Hub discussion and document-sharing group on IDG Central, a Mobile Product Guide with product suggestions and strategies, Google Docs for multi-country mobile traffic reporting and an expanded Mobile Alert blog on IDG Central.

*PC World | Macworld is leading the mobile information-sharing initiative. (From left): VP/Business Development **Ulla McGee**, Senior Director/Audience Development and Analytics **Alexa Wriggins** and Product Manager/Mobile **Jacky Lee**.*

Several months ago, IDG Communications CEO **Bob Carrigan** asked the PCWorld | Macworld team, which has been on the cutting edge of mobile initiatives, to facilitate a peer-to-peer exchange platform and a process for collecting and distributing mobile data from global business units. VP/Business Development **Ulla McGee**, is now steering that effort, with contributions from Product Manager/Mobile **Jacky Lee** and Senior Director/Audience Development and Analytics **Alexa Wriggins**.

"Within a very short period of time, our digital content will be consumed on a dazzling array of mobile devices — phones, tablets, laptops, etc. As publishers, we will have to be very smart about how we invest our very finite resources to maximize mobile audiences and revenues. The better we are at sharing what we've learned, the smarter our investments will be," McGee said.

More details about the information-sharing initiatives follow:

continued on page 5

Inside this issue

CIO Australia pulls out the stops for first-time HP event *page 2*

One on one IDG Chairman Pat McGovern *page 3*

In memoriam Former IDG HR executive Richard Willoughby *page 7*

Celebrating 10 IDG Australia's Deanne McIntosh *page 8*

CIO Australia pulls out the stops for first-time HP event

Hewlett-Packard Australia faced a challenge: How to increase its brand awareness among CIOs at large enterprise firms and ensure that they were familiar with HP's enterprise printing solutions? For help, the company turned to IDG Australia.

IDG Australia Enterprise Account Director **Abigail Swabey** and her team took HP's challenge and ran with it. IT Manager **Andrew Glassock** offered up the idea of a CIO networking cruise across Sydney Harbor. Swabey jumped on that idea and expanded it into a full evening's program, complete with cocktails, canapés, a jazz band, an elegant sit-down dinner and a nationally known keynote speaker. "None of our competitors had done an event of this scope for a single vendor — and neither had we," Swabey said. HP loved it, she said.

Late last month, a privately chartered boat picked up 74 CIOs and/or their seconds in command at Sydney's King Street Aquarium Wharf. On the cruise across the harbor to the historic Gunners' Barracks, the guests mingled and networked with HP executives while enjoying drinks and snacks. A private coach met them at the pier to take them to the barracks for the evening's program.

IDG Australia Enterprise Account Director ***Abigail Swabey*** *with the winners of the Top Tweets contest (l-r): Corporate Express CIO Gary Whatley, Parsons Brinckerhoff Australia Ltd CIO Chris Johnson and CIO Executive Council Chairman Peter Nevin.*

CIO Australia Editor **Georgina Swan** opened the dinner program and introduced Richard Bailey, HP VP, Imaging and Printing Group, Asia/Pacific, who talked briefly about his company's Managed Print Services (MPS) program. The evening's keynote speaker was Australian author, journalist and TV commentator George Negus who spoke on the challenges inherent in a rapidly changing world and provided personal insights and historical and political perspective for businesses, educators and governments grappling with the dilemmas of contemporary society.

Australian CIOs board the private boat IDG Australia chartered for the HP event.

At the end of the five-hour, drinks-and-dinner evening, guests were ferried back across the harbor with signed, pre-release copies of Negus's latest book, "The World Down Under." A randomly chosen few won door prizes (HP's Envy 100 printers). CIOs who signed up for an HP MPS assessment for their team also received Envy 100 printers and A$2,000 ($2,026) worth of vouchers from Red Balloon, an online provider of gift experiences, such as adventure sports, classes and driving and flying experiences, often used as corporate achievement awards.

Swabey worked with IDG Australia's CIO Executive Council to get contact information and advice on "the caliber of CIO we wanted for this event." Following the mailing of "beautifully crafted invitations and a follow-up telemarketing push," 80 CIOs accepted; only six were no-shows.

Swabey and her team also built a Managed Print Services microsite on the CIO Australia and Computerworld Australia sites (http://www.computerworld.com.au/section/business_efficiency_-_moneyback_guarantee_resource_kit/) to host HP white papers, videos and case studies, which gave HP lead-generation opportunities after the event. Also on the microsite are event photos, slideshows and video interviews with attendees recorded during the evening.

According to Swabey, HP was "extremely impressed" with the event and the caliber of CIOs who attended. One attendee asked Swabey, "When is the next one? This was a great event for HP to run and will be remembered."

Asked if she and her team could replicate the event for other vendors, Swabey said, "We could, but at the moment it's HP's thing, and they're now looking at running two to three similar events a year. My thinking cap is already on for my next destination and how I can wow them again."

Contact Abigail Swabey at abigail_swabey@idg.com.au.

Attendees' tweets provide running commentary of evening's program

Attendees at IDG Australia's HP event competed to send the best tweet of the evening.

CIOs attending IDG Australia's networking event for Hewlett-Packard's Managed Print Services were encouraged to tweet about it — from the event. IDG Australia Enterprise Account Director **Abigail Swabey** said she incorporated Twitter into the evening because "I wanted CIOs to tweet about the event with their teams and colleagues while it was happening. I wanted everyone who wasn't at the event to ask themselves why they didn't go."

Swabey said she created a hashtag for the event and gave attendees tweet cards with the hashtag. "Then people could tweet from their own accounts and use the hashtag to link to everyone else's tweet feeds." Attendees sent nearly 60 tweets during the night. (Sample tweet: "What do you do with CIOs at a gunners barracks? Fire away about ROI.")

As an added incentive to tweet, Swabey offered a prize for the best tweet. "There was a massive drive to win the prize," Swabey said. CIO Australia Editor **Georgina Swan** judged the tweets, largely for humor based on the event and the evening's keynote speaker. The winner received a A$200 (US$202) gift certificate from Red Balloon.

one on one the interview

Pat McGovern
IDG's founder and chairman is this week's columnist. Reach him at patmcgovern@idg.com.

> ***"We have hundreds of millions of people visiting our websites and receiving information free. We expect that a high percentage of those people will pay a fee to receive that information when it is delivered to them on their mobile devices."***

Q **How does IDG's operating profit in Q4 of FY10 compare to plan and compare to a year ago?**

A Thanks to the skill, hard work and dedication of IDG's employees worldwide on making our customers successful, IDG had an excellent fourth quarter in FY10!

Revenue was 12% over plan and 16% over last year. Operating profit was 162% over plan. This was a substantial improvement over Q4 of FY09 when IDG incurred an operating loss.

Congratulations to the following companies for coming in ahead of plan in operating profit for the fourth quarter of FY10: IDC, Computerworld, InfoWorld, Network World, CXO Media, Macworld, IDG World Expo, IDG Research Services, IDG List Services, IDG Denmark, IDG Germany, IDG Hungary, IDG Netherlands, IDG Poland, IDG Spain, IDG Sweden, IDG UK, IDG Australia, IDG China and IDG Global Solutions U.S.

Q **How did IDG's operating results for FY10 compare to plan and compare to FY09 and FY08?**

A For FY10, IDG was 5% over plan in revenue and 121% over plan in operating profit. Since we had a loss in FY09 due to the economic recession, FY10 represents a major turnaround in profitability for IDG. However, compared to FY08, the last year before the recession, IDG's operating profit for FY10 was 31% below the level of FY08, so we still have a way to go to return our operating profit to the FY08 level.

Congratulations to the following companies for coming in ahead of plan in operating profit for FY10: IDC, Computerworld, InfoWorld, Network World, CXO Media, CIO Executive Council, PCWorld | Macworld, Connell Communications, IDG Research Services, IDG List Services, IDG Denmark, IDG Germany, IDG Netherlands, IDG Poland, IDG Spain, IDG Switzerland, IDG Sweden, IDG U.K., IDG Australia, IDG China, IDG India, IDG Japan, IGS U.S., IDG Connect Europe and IDG International Publishing Services.

Q **In your opening talk at the IDG Global Product Line meeting, you said that one of IDG's business goals for 2020 is to increase revenue from the users of its information from 35% today to 66% of total IDG revenue by 2020. What do you foresee will be the major developments that will help IDG attain this goal?**

A IDG is rapidly increasing our share of the market for decision-support information to help CIOs and other C-level executives acquire and use IT effectively. For example, IDC's Insights Program, which provides industry-specific services to help C-level executives enhance their effectiveness in planning and implementing IT applications, is experiencing strong growth. For FY10, the IDC Insights program was 11% over plan in revenue and, for the first quarter of FY11, it is forecasting to grow revenue 13% over the first quarter of FY10.

IDG's peer-to-peer programs that help CIOs, CSOs, CTOs, etc. exchange best practices by job function have been experiencing strong growth. For example, in FY10, the CIO Executive Council had revenue growth of 7% from the prior year and came in 44% ahead of its profit plan. The CIO Executive Council is planning to double its sales force in FY10, which will allow it to further accelerate its growth.

The move to distributing IDG information via mobile devices should substantially boost our reader revenue. We typically have four to five readers per copy of our print publications, but only one person buys that copy. And most visitors to our websites do not pay us any fee for the valuable information they receive.

Surveys have shown that people are willing to pay for information sent to their mobile device. They're used to paying their telecom carrier for cell phone service, and more than half report they are willing to pay for information they receive on their mobile phone or tablet. So, rather than having one publication buyer and four or five pass-along readers, each user on the mobile device will be paying for the information they receive boosting our revenue from print readers who go mobile by 300% to 400%. We have hundreds of millions of people visiting our websites and receiving information free. We expect that a high percentage of those people will pay a fee to receive that information when it is delivered to them on their mobile devices.

These are just a few of the reasons why I feel we will experience very strong growth in reader revenue over the next 10 years.

Q **What is your outlook for the global economy and the IT industry in calendar year 2011?**

A I believe in 2011 the global economy will continue its recovery. From a decline in global GNP of 1.5% in 2009, global GNP will grow by 2.5% to 3.0% this year and by 4.0% to 4.5% next year. The IT industry will grow even faster. From a 4.0% growth in 2010, it will have a 5.0% to 5.5% growth in revenue in 2011. The reason that IT industry growth will exceed GNP growth is that many countries have gone through a painful process of laying off employees to reduce

continued on page 7

IDC Insights

continued from page 1

both companies," said IDC CEO **Kirk Campbell**. "It allows us to offer our customers access to a powerful network of their peers who can help accelerate the decision-making process, while also providing us an opportunity to sell add-on IDC research advisory services to existing Council members." CEC members who subscribe to other research offerings will be offered an opportunity to extend their Council membership to become ETAP customers.

> *"Partnering with IDC and IDC Insights, both leading brands in the technology industry, CIOs will have unlimited access to analysts and research data to effectively position their transformation to become an equal business strategist working alongside the CEO."*
>
> *— Pam Stenson, SVP, GM, CEC*

"We strongly believe that to sell high-level research advisory services to CIOs we need to offer a peer-to-peer network like the CEC, and we did not want to build another one when CIO had such an excellent one in place," Campbell said.

From CIO's perspective, IDC Insights' sales force will serve as a sales channel for the Council, helping it to expand its membership around the world, he added.

"The CIO Executive Council's main initiative is to help raise the expectation and direction of the CIO role and expand it beyond a tactical chief technologist position," said **Pam Stenson**, SVP and general manager of the Council. "Partnering with IDC and IDC Insights, both leading brands in the technology industry, CIOs will have unlimited access to analysts and research data to effectively position their transformation to become an equal business strategist working alongside the CEO."

IDC's IT Executive Programs include the following:

- **IDC's Executive Technology Advantage Program (ETAP)**. This comprehensive program pairs ETAP members with an IT Executive Advisor who will meet with them for in-person strategy meetings and assist them in accessing customized research and connecting with the appropriate IDC analysts and CIO Executive Council members for inquiries and discussion. Members will also have use of the Council's Connecting Point, a public relations outreach program designed to raise members visibility in the industry.

- **IDC's Industry Technology Advantage Program (ITAP).** ITAP customers will have access to both industry-specific research from IDC Insights and technology-specific research from IDC in a customized offering that will provide clients with insights on technology in the context of their own industry.

- **IDC's Global Technology Advantage Program (GTAP)**. IDC's Global Technology Advantage Program gives IT executives the tools to make better technology decisions by providing access to IDC's community of 900-plus global analysts and their associated research.

"We are excited to bring this unique program offering personalized, global insight into the alignment of technology with an organization's business goals to the market," Campbell noted. "Our two brands and the assets of IDC and CIO are very powerful and working together in this way will allow both companies to more rapidly increase our respective IT executive businesses."

*For more information, contact **Mary Conroy**, marketing director, Insights, at mconroy@idc.com or **Deb Stark**, director of marketing, CIO Executive Council, at dstark@cio.com.*

IDG CEO Bob Carrigan discusses IDG's Digital 'Obsession'

Full article from mins b2b available on IDG Central

In this interview with min's b2b, IDG CEO Bob Carrigan discusses the programs that pushed IDG to the front, including ad networks, improved lead generation, and events. Read the full article on IDG Central.

Most business information publishers spent the Great Recession shifting gears into digital investments and trying to up their Web game to recapture lost print revenues online. The resilience of digital ad spend even in the depths of the recession, and now its earlier-than-expected growth rates, is helping b2b's bottom line.

But if you were a publisher that already got half of your revenue from digital spend, then the rebound is even sweeter. "There is a lot of movement in the digital direction, and that's music to our ears," says IDG CEO Robert Carrigan. Being a leading light in IT publishing, it was natural that IDG would lead the way in the digital transition, but Carrigan believes that the company's U.S. income is not 55% digital as a result of years of planning.... "It has been our obsession...

Mobile Hub members exchange ideas

The conversations have begun flowing in the Group Messages area on Mobile Hub. Here are some excerpts from a thread last week:

"We are looking to start development of our own Computerworld.dk app. However we are considering a hybrid solution with an iphone app frame (Ulview) and HTML5 content. But before we begin I wanted to ask here if you have any thoughts or experiences on this solution. Any input would be of great value to us."
*— **Lars Jacobsen**, IDG Denmark*

"I'm really interested in this idea myself. The great part about it is you can start by making a great HTML5 mobile site and do a lot of testing and tweaking. Once the HTML5 site is deployed and working the way you want it, then it's simply a matter of shelling it for all the native platforms and giving it more exposure..."
*— **Jeff Radecki**, IT World Canada*

"Sounds like we are all thinking along the same lines. At PCW | Macworld US, we met with this start-up company that rebuilt the NPR (National Public Radio) app in HTML5, using sproutcore. Check out sproutcore, an open source HTML5 application framework: http://www.sproutcore.com/what-is-sproutcore/."
*— **Ulla McGee**, PCWorld | Macworld*

"I like the idea from a product management perspective Like Jeff says it makes it easy to test and deploy across platforms and hopefully it will work consistently. I am not sure if it will cut it when it comes to user experience, especially if I were an end user who paid for the app..."
*— **Sreekanth Sastry**, IDG India*

Mobile Hub

continued from page 1

Mobile Hub

This group on IDG Central, now with 40 members, is open to any IDG employee interested in mobile issues. Members can post questions and comments; participate in topical discussions; post and access documents (such as the Mobile Product Guide below), and invite colleagues to join. Soon to be included is information about external mobile suppliers, to which employees can add comments about their experiences with those suppliers.

Carstensen

IDG Global Solutions (IGS) Strategic Marketing Services Director **Christina Carstensen** has been playing a key role on Mobile Hub. In her IGS role she has been focusing on the monetizing of mobile and creating a first-mover position with IDG's clients. Carstensen has worked closely with local business units on their mobile strategies and mobile advertising solutions, and she will be sharing this expertise and program information on Mobile Hub.

"We are planning to set up an area in the workspace with Proposals/Case Studies that gives business units access to a wealth of information on mobile pricing, different advertising models and an indication which programs and formats have been successful," Carstensen said. "As we are all starting new in the mobile category, sharing of best practice will be crucial to grow this new revenue stream and continue our leadership in this area."

Mobile Hub Conference Call

Every month or so members can participate in a WebEx conference call to hear more about projects of interest and updates on information-sharing efforts. The next call is being planned for mid-November. Mobile Hub members will receive details about how to join the call.

Mobile Product Guide

This guide, jointly developed by McGee, Lee and Carstensen, is a quick view of products (such as apps for mobile phones or tablets, or mobile-friendly websites) to use to get started in the mobile space. It is a Google spreadsheet that also shows what level of effort it takes to create these products and services, what issues to watch out for during development, and names of related third party vendors. While it is a constantly evolving document, a static example of it is posted on Mobile Hub.

Mobile Traffic Reporting

This series of Google Docs provides a global view of mobile properties, products, and page impressions available at participating IDG business units; any country is welcome to participate. "Through these documents, we'll gain insights into global reach of our mobile websites, as well as the total number of mobile apps that have been produced," Wriggins said. "IDG management will gain insight into progress against mobile initiatives, but, more important, the reports will function as an information tool for the IDG Global Solutions sales teams. When discussing mobile with clients, they'll know IDG's reach — by brand — in each market."

Business unit leaders in targeted countries have already received details about how to participate. Any other interested country managers should write to Wriggins at awriggins@pcworld.com.

Mobile Alert blog

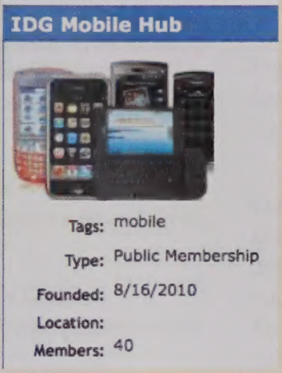
An expanded group of employees signed on as authors for the Mobile Alert blog, which is accessible to anyone on IDG Central. The list includes McGee and Lee as well as IDG Sweden Chief of Mobile Services **Pontus Jeppsson**, IDG Germany Account Manager/Mobile **Karsten Linde** and PC Advisor Editor-in-chief **Paul Trotter**. New content will appear weekly on a wide range of topics, such as mobile commerce, working with mobile ad servers and location-based advertising. Readers are encouraged to use the blog's comment area for deeper discussion and information-sharing.

Mobile Code

Business units don't have to reinvent the wheel when it comes to developing mobile applications. Mobile Hub will use the IDG Worldwide Technology Council as the main forum to store and share code that has been developed by colleagues worldwide. Of the 10 real-world code examples currently in the repository, three relate to mobile. Go to http://tech.idgenterprise.com or write to IDG Enterprise CTO **Ray Anderson** at randerson@idgenterprise.com.

For more details write to umcgee@pcworld.com. WU

Here's how to get to Mobile Hub



IDG Mobile Hub

Tags: mobile
Type: Public Membership
Founded: 8/16/2010
Location:
Members: 40

Find Mobile Hub through the Groups link on the top of the IDG Central home page (www.idgcentral.com) and click on Mobile Hub on the Groups page.

Once on Mobile Hub, click join at the top right of the page. Anyone at IDG is welcome to participate.

noteworthy people

New employees

IDG WORLD UPDATE

Chua

GamePro's new account executive is **Richard Chua**, a title he also held at his previous job with the San Francisco Bay Guardian. He earned a B.A. in business economics at the University of California/Riverside and enjoys boxing and crossfit training. *rchua@gamepro.com*

IDG World Expo has hired **Shanna Cito** as director, Sponsorship Sales. She previously worked for LA, Inc., the Los Angeles Convention and Visitors Bureau as sales director for the Northeast and Southeast regions. She studied business administration at Cardinal Stritch University in Milwaukee. Her hobbies are "my girls, ages five and one-and-a-half. They keep me busy, entertained and inspired." *scito@idgworldexpo.com*

Michael Versace joins **IDG Framingham**'s Financial Insight group as research director, Global Risk. He was previously a partner at Wikibon and has a B.S. in accounting and finance from Bentley University in Waltham, Mass. In his free time he enjoys fundraising, music and cooking. *mversace@idc.com*

Michael Sandor joins **IDG Tech Network** as an account executive, coming from Singer Direct where he worked as a media planner. He earned a B.S. in economics from the University of Connecticut and enjoys snowboarding, scuba diving, running and cooking. *michael_sandor@idgtechnet.com*

IDG Netherlands has hired **Michiel van Elk** as brand manager, Entertainment, responsible for the brand awareness, sales and subscription growth of the magazines Play, Gamez, Digital Life and Playstation3, as well as the traffic and branding of the portal sites gadgets.nl, gamez.nl and digitallife.nl. He was most recently product manager with 20th Century Fox Home Entertainment where he managed the Blu-ray and DVD product portfolio. He holds a bachelor's degree in commerce with an emphasis in marketing from HEAO Arnhem. In his free time he enjoys playing basketball, working out and movies. *mvanelk@idg.nl*

van Schagen

Also new at **IDG Netherlands** is Brand/Sales Marketer **Sijmen van Schagen**. He previously worked for CapGemini Consulting as a public-innovation management consultant. He holds a B.A. in journalism from the Netherlands' Fontys College as well as an M.A. in business communication and digital media from Tilburg University. He has also studied at the University of Pretoria in South Africa. An avid sportsman, he enjoys running, surfing, soccer and cycling and is currently training for an Ironman marathon in 2012. He ran his second Amsterdam Marathon last month, shaving five minutes off his previous time. *svanschagen@idg.nl*

Returning employees

ITworld.com's new associate online news editor is **Joshua Fruhlinger**. Until recently a freelance writer, he worked for IDG's Web Publishing division as a writer and editor. He holds a B.A. in history and classics from New York's Cornell University and an M.A. in ancient history from the University of California/Berkeley. He enjoys comics and comedy writing and is currently working on a science-fiction buddy comedy screenplay with a friend. *josh_fruhlinger@itworld.com*

Introduce your new employees

All business units are welcome to send information about promotions, new employees, returning employee, transfers and employee awards or speaking engagements to world_update@idg.com. For promotions, excerpts can be made from internal announcements.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

43

Ted Bloom *IDG Corporate Services Group*

23

Michelle Chase *IDG Corporate Services Group*

22

Donna Fraser *IT World Canada*

19

Johan Egging *IDG Netherlands*
Megan Santosus *IDC*

15

Fay Haward *IDG U.K.*

13

Cynthia Reed *IDG Corporate Services Group*

11

Philip Michaels *Macworld*
Sally Zahner *Macworld*
Annelise Fortier *IDG Human Resources*
Martyn Williams *IDG News Service*

10

Lucas Mearian *Computerworld*
Shane Hannam *IDG Global Solutions*

8

Donald Botts *IDG Int'l Publishing Services*
Moira Keating *IDC*
Massimo Melis *IDC U.K.*
Sureshpal Singh *IDC Singapore*

7

Teresina Cardamone *IDG Strategic Marketing Services*
Annmarie Allen *IDC*
Matthew Egan *PC Advisor*
Laura Brisbee *IDC*
Zoya Zvagin *IDC*
Rona Shuchat *IDC*

6

Charles Harris *IDC*
Brad Dillon *IDC Canada*
Eduardo Caceres *IDC Canada*

5

Christopher Breen *Macworld*
Márton Virágh *IDG Hungary*
Jim Malone *IDG Enterprise*
Paul Crew *IDC U.K.*
Karin Lindström *IDG Sweden*
Judith Hanover *IDC*
Joseph Pucciarelli *IDC*
Timothy Shepheard *IDC Australia*

4

Krisztián Faragó *IDG Hungary*
Bryan Rusciano *IDG World Expo*
Anna Müller *IDG Sweden*
Simon Larsson *IDG Sweden*
Ingemar Jansson *IDG Sweden*
Werner Ortler *IDG Switzerland*
Adelaide Sibbald *IDC*
Alex Chau *IDC Hong Kong*
Namratha Dharshan *IDC Center for Consultancy & Research India*

3

Heather Kelly *Macworld*
Kathleen Keough *IDG News Service*

2

Mario Mercado *IDC Mexico*
Birgitta Tängnander *IDC Sweden*
Tim Brunt *IDC Canada*

1

Patricia Queiroz *Now! Digital Business*
Robinson Santos *Now! Digital Business*
Alex Ryan *Macworld U.K.*
Adeb Rabelas *IDC Asia Philippines*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

In Memoriam: Richard Willoughby

IDG colleagues and friends are mourning the death of longtime HR executive **Richard Willoughby**, who passed away on Oct. 27 after a brief battle with cancer. Richard joined IDG in July 1990 as head of human resources for PCWorld. In April 2003, he was promoted to VP, IDG HR, a position he held until his retirement in June 2006.

"Richard Willoughby was a professional and a gentleman," said IDG Ventures Managing Director **Pat Kenealy**, who, as CEO of PCWorld, originally brought Willoughby to the company and later, as CEO of IDG, promoted him to the top IDG-wide HR position. "At PCWorld and later at IDG headquarters, Richard improved daily HR services and launched a variety of innovative programs ranging from child care centers to same-sex spousal benefits to flex benefits and executive development reviews for IDG's management associates.

"His inherent fairness, his good judgment, and his grace under the pressure that is corporate HR inspired me and many others and made us better at our jobs. Richard was an HR expert who embraced and supported IDG's corporate values and made IDG a better place to work," Kenealy said.

"Much of what I do today at IDG Ventures involves giving senior HR advice to young entrepreneurs. I find myself repeating Richard's words every week, which reminds me how lucky I was to work with him," Kenealy said.

"Richard was an incredibly thoughtful, insightful and trustworthy colleague who always had the best interests of IDG's employees as his top priority. He was a great guy with a giant heart and a giant laugh," said IDG Communications CEO **Bob Carrigan**.

After leaving IDG, Willoughby landed what he called his "dream retirement job" in a local vineyard where he spent his days riding around in his jeep with his dog Beau checking the sugar content of the grapes.

"Those who worked with Richard remember him as a thoughtful, super-smart, HR pro who loved IDG," said **Kate Coldwell**, VP HR, PCWorld | Macworld. "He was known for his careful approach to his 'HR craft,' his courtly manners, wicked sense of humor and commitment to doing the right thing. He was my boss for five years, and, in that time, I never left the office without him saying 'thank you' to me."

Prior to joining IDG, Willoughby held a number of HR positions at companies including The North Star Group, National Broadcasting Co., RCA and Copperweld Steel Co. He earned his BA at Amherst College in Amherst, Mass., and his MBA at the Wharton School at the University of Pennsylvania. Willoughby lived in Santa Rosa, Calif., with his wife Janet.

One on one

continued from page 5

costs during the recession. This is a process that they would not like to have to repeat. So they are concentrating on investing in IT to increase the output of their current employees with a heavy emphasis upon increasing the productivity of their mobile workforce and enhancing the security of their information systems.

Wanted: Photos of the Day

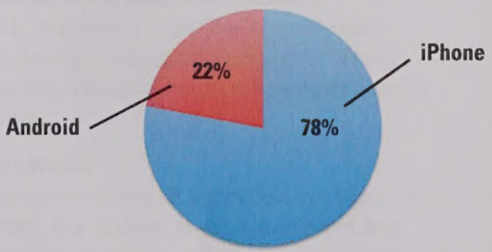
The Photo of the Day feature on the home page of IDG Central is a way to see a quick snapshot of what's happening at IDG business units around the world.

Any employee can send in a photo of just a little slice of life at the office, or it can be an image from an event, a staff meeting or anything that strikes you as being a good/fun/interesting or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

Question of the Week results for Nov. 1

iPhone or Andoid?



Log on to www.idgcentral.com to vote on this week's question:

Have you seen the movie The Social Network?

Did you know you can change your auto-generated IDG Central password to something more easily remembered? Go to the My Profile link on the home page of www.idgcentral.com. While on My Profile, click on the link on the Change Password link on the right side and follow the prompts.

celebrating 10!

Name
Deanne McIntosh

Home
Sydney, Australia

Joined IDG
August 2000, Australian PC World, features editor. It is easy to remember because Sydney was getting ready to host the Summer Olympics.

Career path
For the most part, Australian PC World, then, for the past three years, I've been editor of Information Age.

Current title
I edit a custom publication called Information Age, which is the membership magazine for the Australian Computer Society.

Best part of your job
Good feedback at editorial meetings with the client!

Job perk: We publish Information Age five times a year; so, now that my junket-going days are over, my perk is working part time.

Memorable work moment?
The hijinks in the Australian PC World test center when we decided to stress-test some gadgets, including throwing some notebooks on the (concrete) floor and pouring coffee into keyboards.

I joined IDG because...
Of the fantastic people working on Australian PC World. So many of my friends already worked on the title I had to join in! I've made lots of friends since then at IDG Australia, and they make it a great place to work.

What's kept you at IDG for 10 years?
I'm very loyal to IDG Australia. They've welcomed me back after two maternity leaves and given me the flexibility to work remotely and part time.

Best way someone could compliment you on your work
I think with custom magazines, the best compliment is when the client has no complaints! I do still get a buzz from positive reader letters.

View from my work space
I work from home about an hour and a half outside Sydney, so I have a lovely view of the Australian native bush but the IDG Australia office has a spectacular view of Sydney that ain't bad! I miss that — and the air conditioning in the summer.

***Deanne McIntosh**, editor of IDG Australia's Information Age, a custom publication for the Australian Computer Society, was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating her 10 years of service to the company.*

Luxury item you can't live without
It's not an item, but it is a luxury, and that is my commute-free life. I don't know how I could go back to trains or traffic.

What ability do you wish you had
I would love to be able to meditate because I think it would be so calming. Whenever I try, I always think of all the things left on my to-do list.

Dream destination
I love the Scottish Highlands and would go there in a minute if it wasn't for the grueling long-haul flight.

If you won the lottery tomorrow, you would
Quit work and write a novel. Failing that (and I probably would), I would take my dad on a long trip to Ireland. We would enjoy a few quiet beers in country pubs.

Manager's profile
"Deanne demonstrates all the necessary skills of a good editor. She delivers beautiful, relevant and well-targeted magazines whilst maintaining excellent relationships, both with her colleagues and externally, with the industry. She is a joy to work with!"
— Susan Searle, president and publisher, ARN IDG Channel Division

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Christina Carstensen *IDG Global Solutions*
Mary Conroy *IDC*
Lynn Holmlund *IDG Enterprise*
Ulla McGee *PCWorld / Macworld*
Pat McGovern *IDG*
Deb Stark *CIO Executive Council*
Abigail Swabey *IDG Australia*

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IDG World Update

15 NOVEMBER 2010
VOLUME 40, NUMBER 39

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Product capsules offer unique selling point for TecChannel

Aggregated content provides 360-degree view of products in seven categories

IDG Germany's TecChannel.de's product capsules have proved significant contributors to the growth of the Munich-based IT news site. In August and September the product capsules delivered approximately 25% of TecChannel's traffic and 1.3 million pageviews, with users spending increasing amounts of time on the site.

TecChannel Publisher **Michael Beilfuss** said the product capsules, which debuted in March, were based on the product capsule strategy launched by PCWorld U.S. in late 2008 (See IDG World Update, Feb. 2, 2009). Similar to PCW's program, TecChannel's product capsules collect product reviews, pricing, specs, news, how-to's and related content from TecChannel and IDG Germany editors and users along with aggregated content from product vendors, partners and third parties, all of which can be accessed by readers and used by TecChannel editors in a variety of ways.

TEC CHANNEL
IT EXPERTS INSIDE

"I'd consider PCWorld's product capsules as an inspiration for our approach even though we have comparably smaller resources in terms of staff and budget," Beilfuss said. "This is the key reason we decided to use aggregated content and less unique content. And since we're in a different market we developed and executed our concept locally."

Beilfuss said the objectives of the product capsule program were to generate a unique selling proposition for the TecChannel brand, increase site traffic, improve search engine visibility and provide highly targeted inventory for advertisers.

Situated in one of seven IT categories — Apps, Networks, PC and Mobile, Servers, Security, Storage and Tools — a TecChannel product capsule consists of aggregated content to provide "a 360-degree view of any product," Beilfuss said. Each capsule offers a product overview, a spec sheets, testing results (Tec-

continued on page 4

The objectives of the product capsule program were to generate a unique selling proposition for the TecChannel brand, increase site traffic, improve search engine visibility and provide highly targeted inventory for advertisers.

Video professionals learn and network at MacVideo Expo

Buoyed by the growing interest in its MacVideo.tv website, IDG U.K. organized its first MacVideo Expo on Oct. 19. The conference was well-suited to attendee needs, both in terms of content and timing — a late day start to accommodate working professionals.

Launched in March 2008, http://www.macvideo.tv is a comprehensive information resource for professionals who use Macs to create videos. The site covers a variety of video applications with content packaged around five channels: editing, DVD authoring, encoding, camera technology and visual effects and motion graphics. MacVideo.tv includes news, reviews, interviews, forums, blogs, a directory and a calendar of industry events.

"We always planned to do events," said IDG U.K. Publishing Director **Mustafa Mustafa**. "We knew this sector of the market had an appetite for live events and networking with their peers. Over the last two years our aim was to build the brand name MacVideo and establish what the brand stands for — video professionals using Apple products. I believe we have achieved that now, and this is reflected in the traffic levels to the site — we are now averaging 60,000 visits a month from more than 30,000 unique visitors generating 100,000-

THE MAJOR SHOOT AND ED
YEAR
MacVideo EXPO

TV and video production expert Rick Young (right), a key contributor to MacVideo.tv, was among the speakers at MacVideo Expo.

continued on page 5

Inside this issue

ComputerWorld Canada marks 25 years with awards program *page 2*

One on one: IDG Research Services' Janet King *page 3*

IDG Netherlands offers to share code for first iPad app *page 5*

In memoriam: IDC's Michael Orasin *page 6*

Celebrating 10: IDG Training and Development's Laurie Butson *page 8*

ComputerWorld Canada marks 25 years with awards program

IT Leadership Awards program designed to honor outstanding individual achievement

ComputerWorld Canada decided to mark its 25th anniversary by celebrating the people who have made it Canada's leading enterprise IT publication: its readers. To that end, IT World Canada, IDG's Canadian partner and publisher of ComputerWorld Canada, hosted the inaugural 2010 ComputerWorld Canada IT Leadership Awards on Oct. 26 at the Toronto Board of Trade. More than 200 people attended the celebration.

"Instead of tooting our own horn, we decided it was the readers who needed to be celebrated. They have made us successful, so we wanted to champion their success in return," explained **Shane Schick**, editor-in-chief, IT World Canada. Schick noted that most awards programs in the local market — many of which have fallen victim to the economy in the past couple of years and are no longer being produced — have focused on recognizing great IT projects. "But we wanted to concentrate on the leadership qualities of the individual," he said. "This made it more difficult for our judges, but, ultimately, identifying those kinds of individuals is the core of the ComputerWorld Canada mission.

HOWARD SOLOMON

*Left-right: **Melissa Langley**, project coordinator; **Dave Webb**, editor of ComputerWorld Canada; **Penny Gianniotis**, project coordinator; **James King**, event sales manager; **Donna Butts**, director of Project Management Office and Logistics; **Ana Chin**, senior project manager, events.*

> *"Instead of tooting our own horn, we decided it was the readers who needed to be celebrated. They have made us successful, so we wanted to champion their success in return."*
>
> *— Shane Schick, editor-in-chief, IT World Canada*

"Although IT World Canada produces a series of awards programs for its channel publication, Computer Dealer News, and has been very involved in helping to produce awards for the Ontario government, Schick noted that building this program from the ground up was quite an ambitious undertaking. "Instead of coming up with one IT Leader award, we brainstormed seven categories that covered mentors, women in IT, new entrants to the industry, IT managers and senior leaders," he said, adding that his team pulled in five of the biggest IT associations in Canada to support the program. "It was literally the first time they have all shared the same stage, which created an incredible energy in the room."

*IT World Editor-in-chief **Shane Schick** addresses attendees at last month's IT Leadership Awards event.*

In addition to the efforts of the group of hard-working colleagues who included **Dave Webb**, editor, ComputerWorld Canada; **Donna Butts**, director of logistics; **Melissa Langley**, project coordinator; **Penny Gianniotis**, project specialist; **Ana Chin**, senior project specialist; and **James King**, event sales manager; Schick said he got some help from an unexpected source. "Earlier this year, my counterpart at IDG India, **Vijay Ramachandran**, paid a visit. I told him we were starting these awards and that I was worried about getting enough finalists nominated." Ramachandran suggested that Schick seek out people in the ComputerWorld Canada audience who they knew or suspected had some great stories to tell and invite them as "pre-selected" nominees to apply for the awards. "This worked brilliantly and I'm very grateful to Vijay," Schick said.

Schick said there was broad consensus from staff, the judges, attendees and the sponsor, IBM, that "something special was born on October 26. We can't wait to keep the momentum going."

For more information, including a list of the winners, visit www.itleadershipawards.com or write to Shane Schick at sschick@itworldcanada.com. WU

one on one the interview

Janet King
The general manager/VP Research at IDG Research Services is this week's columnist. Reach her at janet_king@idgresearch.com.

> ***The research suggests people are prepared to pay for content; premium content and services hold the most appeal, and IDG is in a good position to leverage its brand equity to drive interest in these services.***

Video interviews on IDG Central

View 10-minute video interviews with Janet King and IDG Strategic Marketing Services President **Matt Yorke** summarizing the findings of he audience and advertiser engagement surveys. Click on the Global Product Line Meeting link on www.idgcentral.com.

Nine other interviews touch on mobile, social media, SEO, audience development and more.

Q IDG Research Services recently completed two major global studies, one focused on audience engagement and the other focused on advertiser engagement. What were some of the top -line findings regarding our audiences?

A The research revealed many insights about our audiences. Among the most compelling:

1. Tech buyers rely on multiple sources for both consuming and sharing tech-related content, but they remain most engaged with technology content sites. In fact, the research shows that tech content sites are:

- The most frequently relied on source for tech-related info for three-quarters of those surveyed.
- Rated extremely or very valuable as a means of discovering relevant technology content on the Web by 84% of respondents.
- The most trusted information source with 79% noting the information found on these sites is extremely or very trustworthy.

2. Brand is important, and it counts in search. In fact, 83% of respondents report they are more likely to click on a link from a familiar "trusted" source. IDG is in an enviable position to be able to leverage the inherent trust tech buyers have in tech content sites and our own brand equity as a market leader to drive customer engagement.

3. Social networks offer tremendous opportunity, and experts at tech content sites are valued contributors in that space presenting IDG with a unique opportunity to expand our reach, particularly among younger audiences.

4. The research suggests people are prepared to pay for content; premium content and services hold the most appeal, and IDG is in a good position to leverage its brand equity to drive interest in these services.

Q Same question for advertisers/tech marketers.

A We also conducted a global survey among 100 marketing decision makers from tech vendors and agencies to better understand their media spending plans and preferences. The key takeaways from these customers were:

1. The study reveals signs of economic recovery with 63% of marketing decision makers reporting a modest increase in media spending from 2010 to 2011 (only 10% report any expected contraction in spending in 2011).

2. The majority of digital spending is concentrated on branded content sites. Paid search currently ranks second but spending on ad networks continues to rise and is approaching spending on paid search in 2011.

3. What drives digital media investments? Marketers most often look to return on investment, audience composition, data targeting capabilities, and audience reach when evaluating media channels, programs or partners for investment.

4. Lead gen, custom content, and data targeting rank as the three most important marketing and promotional opportunities for tech marketers at both vendor companies and agencies.

5. Interest in social media marketing opportunities is widespread, with nine out of 10 marketing decision makers reporting they are engaging in social media marketing. Social media is the one area where marketing decision makers most often expect to see an increase in spending over the next 12 months. Eight out of 10 note spending will increase; notably, no one expects spending on social media marketing initiatives to contract in 2011.

6. Looking forward to future initiatives we see that just over half of marketers are investing in mobile marketing campaigns. Mobile adoption is expected to pick up in 2011 with six out of 10 marketers indicating they will invest in mobile in 2011.

7. Data is becoming more and more important for advertisers, particularly among those with the largest advertising budgets: 98% of those with budgets of $1 million or more rate data targeting capabilities critical or very important when evaluating media channels, programs, or partners for investment making it the most important factor for companies investing the most dollars!

Q Can you describe the types of services you offer to IDG business units?

A IDG Research Services is a full-service research provider specializing in marketing and media-related research for tech marketers. Our strength lies in the design and conduct of custom, quantitative research programs. Within IDG we work with all sides of our business units: custom solutions, marketing, sales, and editorial. We can handle our clients' research needs on a local, regional, or global basis. This capability provides our clients with the convenience of working with one point of contact and ensures a consistent, cost-effective, and comparable research effort in all markets.

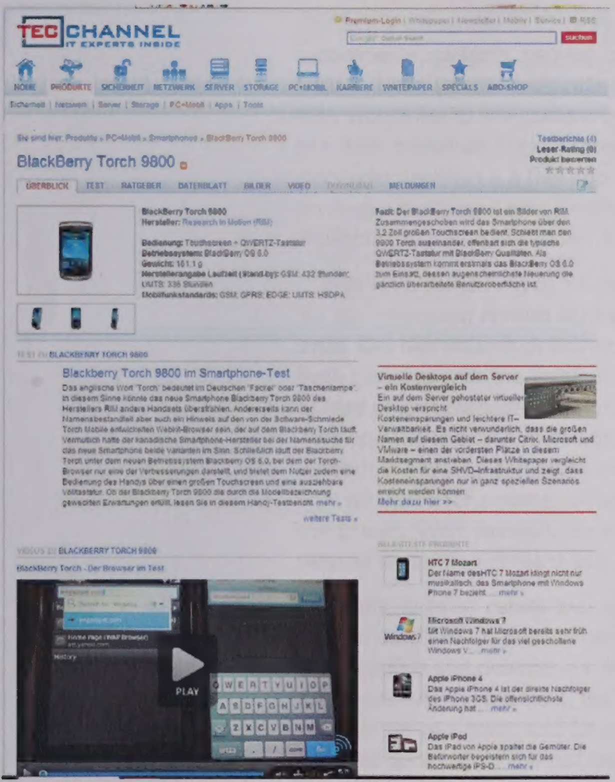
Q What are some examples of the projects you

continued on page 7

Product Capsules

continued from page 1

Channel shares a test center with PCWelt and other IDG Germany publications), tips and tricks for using the product, photos and graphics, product news and any available videos and downloads.from both IDG and non-IDG sources.



The TecChannel team finds that it is more useful and appealing to users to provide a mix of their own editorial content and content from other sources.

"Vendor and third-party content enables dynamic growth of the number of product capsules, provides an appealing environment for search engines and improves the quality of the capsules for our readers," Beilfuss said. "Our editorial resources are too limited to generate all the necessary content on our own. We also believe it's more useful and appealing to users to provide a mix of our own editorial content and content from other sources. Providing that comprehensive product view cannot and should not be done by one source alone."

Beilfuss added that TecChannel has web crawlers combing product-capsule vendor sites "automatically as a part of the aggregation process, so vendor information is available for users without a vendor having to upload it."

There are currently approximately 1,600 product capsules on TecChannel.de, with 2,500 expected to be up by the end of FY11. Product capsules are removed from the site once the product's lifecycle is over. "However, we usually find that there is a successive, follow-on product, so the product capsule never dies," Beilfuss said. Thanks to a "tight editorial planning process," capsules are reviewed on a regular basis and any new information is added.

Beilfuss noted that advertisers' demand for highly targeted sales environments is constantly growing.

"Our product capsules provide a perfect fit with this need in the market," he said. "Primarily, we are using the capsule inventory as a platform to deliver regular ads sold at regular pricing. The development of ad formats and sponsorships specific to the product capsules has just started and will reach the marketplace in January."

The product capsule initiative involves the entire TecChannel editorial department, according to Beilfuss. Editor-in-chief **Michael Eckert**, "the mastermind of the product capsule," is assisted by TecChannel Senior Editors **Malte Jeschke**, **Bernhard Halushak** and **Christian Vilsbeck**, as well as Editorial Trainee **Florian Horner**.

"With our limited editorial resources, TecChannel constantly struggles to provide enough unique and relevant content for both our users and search engines," Beilfuss stated. "The product capsules are delivering a substantial impact. With highly focused content on important keywords, such as product names, as well as the opportunity to combine and recombine capsule data in many different ways — such as 'The 10 Most Helpful Apps' or 'Best Digital Cameras' — the product capsule strategy is longtail, database publishing at its best."

Contact Michael Beilfuss at mbeilfuss@idgbusiness.de.

WU

Do you have a Photo of the Day?

The Photo of the Day feature on the home page of IDG Central is a way to see a quick snapshot of what's happening at IDG business units around the world. Anyone can send a "slice of life" photo, be it an image from an event, a staff meeting, or anything that strikes you as being a good/fun/interesting or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

Tips on how to make the most of IDG Central's new features

There's a lot you can do on the new IDG Central platform. Here's a sample:

Include a photo and custom information in your profile
Click on the My Profile link on the home page. In the box with your contact information, click on Edit Profile. In the General tab, click on "Click to Upload your Avatar." A square photo works best. Be sure to indicate your time zone before you hit Save. And in the Custom tab, you can scroll down and add in some custom info: when you joined IDG, skills, hobbies, etc.

Make a post in the social media feed
On the home page of IDG Central there is an area called 'What are you working on?" — similar to a Facebook activity stream. Type something very short into the box (just a sentence is fine; more if you'd like). It can relate to, for example: what's the main project you're working on right now? Did you or your team accomplish something last week you're proud of? Did you learn something really cool today?

Invite colleague to be part of your network
Go to the IDG Directory. Search for a colleague, and when the name comes up, click Add as Colleague. When that person goes into the My Profile link on the home page, they can look at the colleague link on the right to see the request. If you receive an invite, click on the invitation link, and click on the box to accept.

Join a group
Join IDG Mobile Hub or Social Media World, post a comment, and see what hot topics are being discussed. Want to make a new group? Write to idgcentral@idg.com.

IDG Netherlands offers to share code for first iPad app

IDG Netherlands' first iPad app made its debut in the Dutch Apple iTunes App store last week. The app, called TechFish, allows users to read content from any of IDG Netherland's 10 titles including MacWorld, WebWereld, Gadget, GameZ, Computerworld, Techworld, CIO and Zoom.nl.

Content is presented in 11 categories such as Apple, e-commerce, gadgets, gaming, professional IT and mobile. Users select which categories they would like to see content from and the latest headlines in each category are displayed. TechFish is a free app although an in-app purchase called Goldfish is available for 2.99 euros (US$4.15).

"TechFish is something of a concept car for us," explained **Jeroen Jonker Roelants**, IDG Netherlands publisher. Jonker Roelants both came up with the TechFish concept and served as lead project manager during its development. "We wanted to experiment with creating an app without in any way damaging our brands, which is why we opted for a name completely unrelated to our brands. With TechFish, we are testing different ways of presenting content and advertising," he said.

Currently, TechFish carries two types of ads. One is the standard text ad that is inserted between every fifth headline and provides a link back to the advertiser's site." At the moment, we're re-using the RSS ads that we've already sold for our websites," Jonker Roelants said. "Since this just launched we didn't feel we could charge extra for running the ads in the TechFish app, but as soon the number of downloads begins to grow, we will charge for these ads as well."

The second type of ad is a sponsored photo that appears in the background behind the story headlines. TechFish uses a series of rotating photos — some selected from its Zoom.nl database — as a background. "The photos are sort of like a canvas on which the headlines rest," Jonker Roelants said. "Every third photo we have a sponsored ad photo. Touching the "eye" button in the left corner displays a photo title and description as well as a hyperlink to the sponsor's website." Sponsors may provide their own photos or IDG Netherlands will create an image for them for an additional charge.

Results to date have been encouraging Jonker Roelants said. "Three days after the launch, there were 6,750 free downloads and 50 downloads of the paid ad-free version. There have been 40,000 page views and 20,000 visits and an average time spent viewing the app of 13 minutes. "We've been number one among free apps in the iTunes store for three days!" Jonker Roelants said.

The Techfish app was built by a third-party developer, however, noted Jonker Roelants, "We own the source code and any IDG business unit that would like to re-use any part of the code can do so for free."IDG Netherlands created a YouTube video (www.youtube.com/watch?v=Sh-wszQwyrc) to help spread the word about Techfish.

For more information, contact Jeroen Jonker Roelants at jjonkerroelants@idg.nl.

MacVideo

continued from page 1

plus page impressions — so we felt the time was right to have an event."

Held in London, MacVideo Expo drew more than 200 industry professionals, most self-employed, but many from companies such as the BBC, CNN and Reuters. Doors opened at 3:30 p.m., with the first conference at 4:30, and the event wrapped up at 11 p.m.

"Those who are self-employed don't get paid if they're not working, so we wanted to make it easier for them to attend by holding MacVideo Expo late in the day," Mustafa said. "Plus we know from our dealings in this market that the audience prefers evening events that are social, as the networking part of the event is as important to them as the conference part."

The full admission price was £15 (US$17), but an early-bird price of £10 was offered for those who bought tickets before the end of September. "We also ran a number of competitions for attendees to win tickets to the expo," he said.

The expo had 16 sponsors and exhibitors showing the latest in filming and editing technologies. They also provided more than £10,000 ($11,500) in prizes for attendees. Conference presentations and panel discussions were filmed and have been posted on the MacVideo site.

"I thought it was a fantastic event. I loved all the talks; even the ones I thought didn't apply to me proved fascinating," one attendee said.

With MacVideo Expo posting a 60% profit margin, Mustafa said IDG U.K. is planning another edition for May 2011, as well as a series of four smaller events that will focus on Final Cut Pro.

Contact Mustafa Mustafa at mustafa@idg.co.uk.

Membership options considered

This past March, IDG U.K. experimented with user-generated revenue by establishing a fee-based members section on its MacVideo site. Members' privileges include such items as exclusive content, video tutorials and a variety of discount deals, including 10% off online Apple Store products. Originally priced at £99 (US$158) per year and now £59 ($94), the association hasn't grown as expected, said IDG U.K. Publishing Director **Mustafa Mustafa**, and the staff is evaluating how to adjust the price point and the membership benefits.

noteworthy people

New employees

IDG Corporate Services Group has hired **Hemal Chalishazar** as a data analyst, a title he also held at his previous job with Noble Sales. He holds an M.S. in information systems from Boston's Northeastern University and enjoys time spent with friend, sports and going to the gym. *hemal_chalishazar@idg.com*

Smith

Jeffrey Smith is **IDC Framingham**'s new senior Unix administrator, coming from Digital Federal Credit Union where he was a server administrator. He earned a B.A. in business administration from Mesa State College in Grand Junction, Colo., and enjoys motorcycles, computers and movies. *jsmith@idc.com*

GamePro Media has hired **Julian Rignall** as VP, Content. He was previously editorial director at Future Plus where he worked with several major Fortune 500 companies to produce custom editorial solutions, including magazines, catalogs, bookazines, websites, customer communications and other digital and print products. He "avoided college, as I felt I would be better off going directly into full-time magazine employment as a teenager. Luck was on my side: I ended up running a major magazine as editor-in-chief at 21." In his free time he enjoys riding his motorcycle, collecting outsider art and DJing. *julian@gamepro.com*

IDG WORLD UPDATE

Chu

Also new at **GamePro Media** is Art Director **Karen Chu**. She was previously a designer at PlayFirst, Inc. and holds a B.A. in architecture from the University of California/Berkeley. In her free time she enjoys pub quizzes, training for marathons and belongs to a Scrabble society. *kchu@gamepro.com*

IDG WORLD UPDATE

Glass

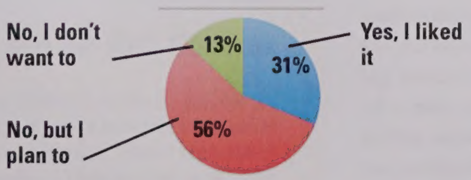
PCWorld's user interface designer, **Matthew Glass**, was recently senior Web and user interface designer at the San Francisco Chronicle's SFGate.com. He has a B.A. in fine art and painting from London's Wimbledon School of Art. Matthew, who recently became a U.S. citizen, said his latest hobby is is "attempting to play classical guitar." *mglass@pcworld.com*

IDG U.K. has hired **Andrew Jackson** as a senior developer. He previously worked at Martech Social as a web developer, handling database design and development and website front- and back-end development. He has a higher national diploma from the CTI Education Group in South Africa and enjoys nature, travel and movies. *andrew_jackson@idg.co.uk*

Business units are invited to send information for the Noteworthy column to world_update@idg.com.

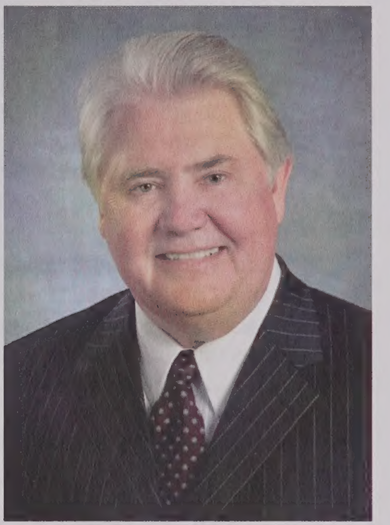
Question of the Week results for Nov. 8

Have you seen The Social Network?



Log on to www.idgcentral.com to vote on this week's question:
What do you think of mobile ads on your own phone?

In memoriam: Michael Orasin



IDC Research Manager, Document Solutions **Michael Orasin** passed away on Saturday, Nov. 6 following a heart attack. Michael joined IDC in 2007 and was delighted to discover he had found his calling, noted his manager **Angele Boyd**, GVP/GM Imaging/Output Solutions & SMB Markets. "Michael thoroughly enjoyed all aspects of his work — advising and consulting with clients, collaborating with colleagues, breaking new research ground (IDC MarketScape) and quelling the competition. He was a very warm and caring man who was loved by everyone who knew him and worked with him," Boyd said.

What others may not have known, Boyd added, was what a talented musician Orasin was, playing both the piano and the accordion. "He was dedicated to his lovely wife of 30 years, LeeAnn, and to his wonderful family and friends. Michael lived life to its fullest, personally and professionally. He will be dearly missed, and we thank him for all he gave to us at IDC."

"Michael was hard-working, collaborative and demonstrated a great interest in his clients' needs — all the qualities you would want in an IDC analyst," said **Keith Kmetz**, VP, Hardcopy Peripherals Solutions and Services, who worked closely with Michael on numerous projects. "Though he was with us for only about three years, he packed 10 years of accomplishment into that time. He was a hugely positive force on our team, and his death is a tremendous loss to all of IDC. We are going to miss him terribly."

"One thing that made Michael special was his desire to help," said **Ron Glaz**, program director, Digital Imaging Solutions & Services. "When I first met Michael the thing that I felt distinguished him from other analysts was his willingness to listen and engage with colleagues, clients and prospects without hesitation. Michael was one of those people that everyone liked the minute they met him, a true gentlemen."

Prior to joining IDC, Michael was a senior management consultant with IKON Office Solutions Professional Services. He was also a director of marketing strategy and a director of business development for Xerox Global Services. Michael earned a bachelor's degree in economics fro LeMoyne College in Syracuse, N.Y., and an M.B.A. in management information systems from Binghamton University in New York.

Memorial donations may be made to Tuition Assistance Program for the Hochstein School of Music and Dance, 50 Plymouth Ave., Rochester, NY 14608.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Patrick Gorman *IDC*
Karen Wilde *IDG Enterprise*

18

Grazyna Skibniewska *IDG Poland*

17

Marc Ferranti *IDG News Service*

16

Piper Fowler Sheer *IDG*

15

Steven Gray *PCWorld*

13

Sandra Andersson *IDG Sweden*
Meredith Levinson *CXO Media*

12

Ellie St. Louis *CXO Media*
Tom Spring *PCWorld*

10

Danielle Williams *IDC Nordic/Denmark*
John Richard Gole *IDC*

9

Gabor Marosvari *IDC Hungary*
Melissa Riofrio *PCWorld*

8

Jimena Sisa *IDC U.K.*
Fung-Yee Tang *IDC U.K.*

7

Jeanne Lowe *IDC*

6

Kenichi Kusano *IDC Japan*
Johanna Himes *IDG Enterprise*
Ellen Moorhead *IDG World Expo*

5

Andrew Widjaja *IDG Australia*
Skanthan Thirunavukkarasu *IT World Canada*

4

Malgorzata Glowinkowska *IDG Poland*
James Lee *IDG Global Solutions EMEA*
David Rudden *GamePro*

3

Fion Chua *IDC Singapore*
Al Hilwa *IDC*
Douglas Parker *IDC*
Nino Kerl *IDG Germany*
Bruno Freias *IDC Brazil*
Shinichi Sugimoto *IDG Japan*
Daniel Hunt *CXO Media*

2

Rahul Buddhasena *IDC Center for Consultancy and Research/India*
Alan Tang *IDC Malaysia*
Peter Macauley *IDC New Zealand*
Angelika Kessler *IDG Germany*
Carla Schaefer *IDG Germany*
Theodore Marron *IDG TechNetwork*

1

James Hutchinson *IDG Australia*
Yazmin Gutierrez *IDC Mexico*
Edileuza Soares *Now!Digital Business*
Marty Anderson *IDG Enterprise*
Nida Thongnopneua *IDG Enterprise*
Nathaniel Ralph *PCWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

GPLM interviews are on IDG Central

During the Global Product Line Meeting last month, IDG colleagues discussed a wide range of topics from mobile to social media and video to audience development. Eleven presenters summarized their comments during 10-minute videotaped interviews, which are now on www.idgcentral.com. Click on the Global Product Line Meeting link on the home page.

One on one

continued from page 1

have undertaken for various IDG business units this year?

A We have been involved in social media listening programs for HP, Cisco, Compuware, and Sprint among others; online ad effectiveness studies for Tripwire, HP/3Com, and SunGard; brand awareness and brand perception studies for Avaya, Progress Software, tw telecom, SecureWorks and NetApp; editorial feature research like the Computerworld Salary Survey and the Computerworld Best Places to Work in IT survey; and peer-based research programs for Oracle, SAP, Citrix, Shoretel, and others to provide content for custom programs and fuel lead-generation programs.

Q **Your group manages IDG's relationship with comScore and other providers of syndicated audience data. Can you explain briefly the change that took place earlier this year in the way comScore measures IDG's audiences and give us some idea of what those numbers tell us?**

A Roughly one year ago comScore introduced a hybrid solution to audience measurement, combining Omniture's traditional web analytics with comScore's panel-based data. This change to "unified digital audience measurement" gives advertisers and agencies greatly improved data for media planning purposes; more specifically, it narrows the gap between panel-based audience data and server-based Web analytics, providing a more consistent view into audience reach and composition. The recently completed advertiser engagement study highlighted the importance marketing decision makers place on audience reach and composition when selecting media partners, so having accurate representation in tools like comScore is critical to our sales efforts. According to the most recent comScore data, IDG's reach across our owned and operated properties and the IDG TechNetwork is 68 million unique visitors worldwide, placing us well ahead of many of our competitors.

Q **You recently celebrated your 20th anniversary with IDG. How has the work of IDG Research Services changed over the past two decades?**

A Twenty years ago data collection consisted primarily of mail studies and phone surveys. Over the years, research methodologies have shifted, and we now conduct 98% of our surveys online. In addition, the time frame for conducting research has grown considerably shorter — from 12 to 14 weeks to complete a single project 20 years ago to four to five weeks today. Finally, the mindset regarding research has evolved from "cost center" to "revenue center" with marketers today leveraging research as a strategic asset to drive revenue, fuel-lead generation programs and engage with their customers. WU

celebrating 10!

Name
Laurie Butson

Home
Littleton, Mass.

Joined IDG
August, 1999 Training and Development Coordinator

Current title
Director, Training and Development. I have the sincere pleasure of overseeing all that we offer in terms of training and development offerings at IDG. We are responsible for the Training and Development calendar of courses we offer in Framingham, Mass., and San Francisco throughout the year. We also are responsible for all of IDG's Corporate Programs including the Global Media Institute, Management Excellence Program, U.S. and European Media Management Institutes, and IDG Professional. We work closely with business units and departments on customized training for their specific teams. I am also involved in the process of rolling out the IDG Employee Survey each year.

Three things I do in a day's work
1. Read to keep informed about our business and industry.
2. Talk with managers/employees about their training needs, interests, and questions.
3. Say thank you!

Most challenging part of your job
The most challenging is also the most exciting — it's staying abreast of our evolving business, so that we can keep our training offerings timely, relevant, and useful.

Best part of your job
The contact I get to have and the relationships I have built with so many wonderful colleagues across all business units worldwide. I get to work with employees at all levels of the organization in all different functional departments. I feel lucky to have such an awesome vantage point into so many aspects of IDG's business.

What's kept you at IDG for 10 years?
I have the best co-workers I could possibly ask for. I get to work with so many talented, smart, fun people at all the business units. The work never gets boring. I am constantly looking for new things we can do or try!

Best way someone could compliment you on your work
When someone says that something we've offered or something that I've taught has made a positive difference in their work. That's what I am here for, so if someone says we've made a difference, I feel good!

Family
My wonderful husband, Jared; my darling 3½ year old twin boys, Max and Miles; and our fabulous chocolate lab, Jib.

***Laurie Butson** recently dined with IDG Chairman **Pat McGovern** in honor of her 10 years of service to IDG.*

Most rewarding thing you've ever done
I taught special education for two years before coming to IDG.

What accomplishment at work are you most proud of?
My most recent work accomplishment that I am most proud of is the incredible team I was able to be part of working on the 2010 Global Product Line Meeting.

Your idea of a perfect day alone?
I have two kids, a husband, a dog, and a full time job — to even have a day alone would in and of itself be perfect! Although, I'll be the first to admit, I am sure I'd get bored without any of those things for a whole day!

Your last meal would be
I am not sure how it would start out, but it would definitely end with a piece of chocolate cake with white frosting!

What others can't tell just by looking at me
I was an All-American field hockey player in college.

Manager's profile
"Working with Laurie is an absolute pleasure! She's smart, thoughtful, enthusiastic and extremely hard working. Laurie takes the time to understand all aspects of IDG's businesses so that she can shape training content that's relevant, timely and immediately impactful to our employees and to IDG. The results of her efforts are clear in every program IDG Training & Development delivers. She brings life to the corporate value of 'investing in our people through training'."

— Piper Sheer, senior VP, HR, IDG Communications

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Janet King
IDG Research Services
Mustafa Mustafa *IDG UK*
Dave Rudden *GamePro*
Shane Schick *IT World Canada*

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IDG World Update

22 NOVEMBER 2010
VOLUME 40, NUMBER 40

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

A fresh perspective: Recent hires offer first impressions

> *"I've never worked in an organization where the employees collaborate so efficiently to reach a common goal."*
> *— Amy Dulak, account coordinator, IDG World Expo*

IDG World Update recently interviewed a number of newly hired employees at various U.S. business units to capture their first impressions of their new workplaces.

Brian Klunk
Network World
Regional Account Manager, events
Joined IDG: September 2010

Q What has been the most unexpected discovery you've made about working at IDG?

A Regardless of title or position within the company, there is considerable emphasis and enthusiasm when it comes to sharing learning between employees. Coming from several years of working with HR and corporate learning publications, it is refreshing to see some of these learning best practices in action and to see employee talent utilized to the fullest.

Q Does anything stand out about IDG's corporate culture that you weren't expecting?

A I certainly wasn't expecting to be welcomed and involved as an IDG family member so soon after joining the company. From the annual sales meeting to meeting my office neighbors I was warmly received, both socially and professionally.

Klunk

Q How do you describe your new job to friends or family members?

A I tend to say, "It's my favorite parts of my old [event sales] job but with a better team and company culture!"

Q What is the biggest difference you've encountered between working at IDG vs. a previous employer?

A The tools that are made available, be it research, peer knowledge or even through HR benefits give me a greater foundation on which to build.

Q One on-the-job highlight for you so far?

A The feeling I got when I made my first sale here. I felt so happy to be contributing to a worthwhile team that any feeling of personal accomplishment took a backseat.

continued on page 4

Inside this issue

John Gallant named to min's Hall of Fame; IDG brands receive min awards *page 2*

One on one: IDG News Service Editor-in-chief Elizabeth Heichler *page 3*

Celebrating 10: IDG Australia's Barbara Simon *page 8*

Twitter query supplies user-generated content

GamePro's daily article concept boosts user engagement

GamePro has had solid traffic performance with a new Twitter initiative, "Tell Us How You Really Feel," that's proven to be an easy way to engage with the brand's Twitter followers and collect content from them.

Originally, News Editor **AJ Glasser** posed an occasional question on a hot gaming topic to gauge a quick reaction from the Twitter universe. Beginning in September, she and News Editor **Dave Rudden** decided to create a daily opinion question that would put them in regular contact with GamePro's 21,000-and-counting Twitter followers, and boost traffic on two different articles.

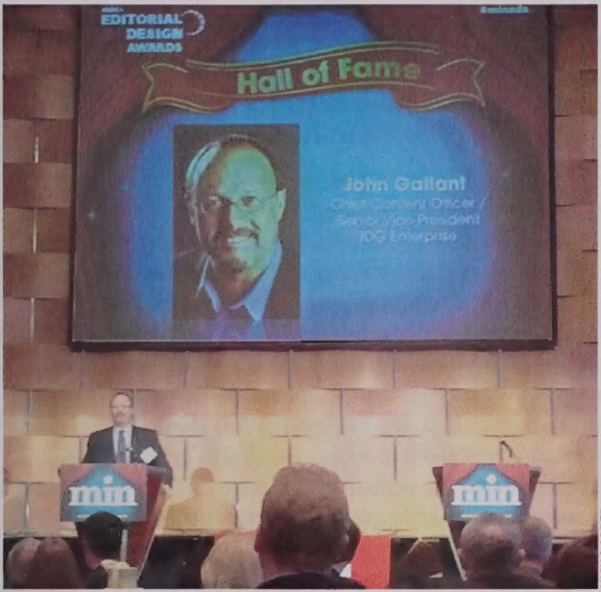
First, GamePro puts a link into a call for tweets that refers to a news article that appeared in the morning. For example,"Info on a PSP-compatible Ericsson phone prototype has hit the web. Would you buy a PSPhone? We'll post the best replies http://bit.ly/duX9xT." Later in the day, the "Tell Us How You Really Feel" article is linked on Twitter ("Tell us how you really feel: PlayStation Portable phone http://bit.ly/b7LDsU ") allowing fans to go to the "Tell Us" article and see if their thoughts were included. The chosen thoughts are included as embedded versions of their Tweets via the company's Blackbird application, which shows a glimpse of (and links to) their personalized Twitter wallpaper. Visitors can continue the conversation by posting comments and continuing to reply to GamePro on Twitter.

The "Tell Us" articles have brought in about 13,000 page views in both September and October. Rudden said the articles are very easy to put together, since the majority of the content is created by users. A few

continued on page 2

Gallant named to min's Hall of Fame; IDG brands receive min awards

IDG Enterprise Chief Content Officer/SVP **John Gallant** was among eight leaders inducted into min's Editorial Hall of Fame on Nov. 8. An excerpted version of min's summary of his accomplishments reads:



NICK BARBER

*The day after accepting min's Hall of Fame award (above), IDG Enterprise Chief Content Officer/SVP **John Gallant** spoke on a panel entitled "Leveraging the New Art of SMO" (Social Media Optimization). He talked about how involved editors are in social initiatives from Twitter to Digg and how social conversations can significantly impact site traffic.*

"John Gallant has been a mainstay in technology journalism for 28 years. He was Network World's managing editor at its 1986 launch, and he subsequently rose to editor-in-chief and CEO. Network World became the media outlet of record for the vast IT communications industry, and Gallant became one of the most recognized names in the technology journalism market through his advocacy for readers and his extensive outreach to top IT leaders and industry executives.

"In 1995, Gallant spearheaded the launch of Network World on the Web and shaped its growth into one of the world's most extensive online brands. Gallant is much in demand as an event organizer and speaker. Comdex, PC Expo and Cisco Live are among his past credits, and the Nov. 9, 2010 min day Digital Summmit is a present one."

Gallant's fellow inductees include Glenda Bailey, editor-in-chief of Harper's Bazaar; Tina Brown, founder and editor-in-chief of The Daily Beast; Graydon Carter, editor-in-chief of Vanity Fair; George Lois, former art director at Esquire; Nancy Novogrod, editor-in-chief of Travel + Leisure; Paige Rense, retired editor-in-chief of Architectural Digest; and Boyce Thompson, editorial director, Builder Group, Hanley Wood.

Computerworld, Network World and CIO brands were finalists in in multiple categories in min's 2010 Editorial and Design Awards program, held in conjunction with the Hall of Fame ceremony, and were represented by staff from each brand. The IDG Enterprise brands, as well as the IDG News Service's World Tech Update video program, received honorable mentions.

For a complete list of editorial and design winners, go to http://www.minonline.com/editorialawards2010/. WU

Did you know you can change your auto-generated IDG Central password? Click on the My Profile link on the home page of www.idgcentral.com. Then click on the Change Password link on the right side of the page and follow the prompts.

Twitter

continued from page 1

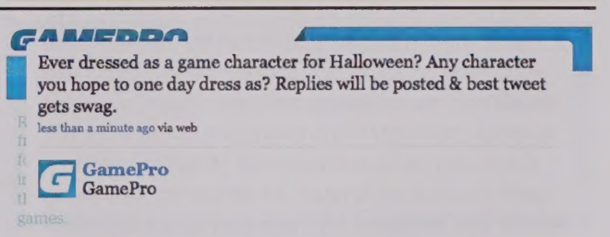
of the more resonant topics have landed among the daily top stories on GamePro; "Tell Us…Can Black Ops Beat Modern Warfare?" brought in more than 3,300 page views.

"The community engagement through Twitter and these articles is really the strong point of this project, as it builds participation and ownership in the GamePro brand," said VP/Product Development **Norris Boothe**.

Rudden is now aiming to further boost traffic by awarding what he and Glasser think is the best tweet of the day with a piece of GamePro swag. He names the winner in the "Tell Us" article using their Twitter name and asks the person to send a direct message to GamePro with contact information so the prize can be mailed.

Write to drudden@gamepro.com. See the "Tell Us" collection at http://www.gamepro.com/news/all/all/all/-/1/culture/. GamePro is at http://twitter.com/GamePro. WU

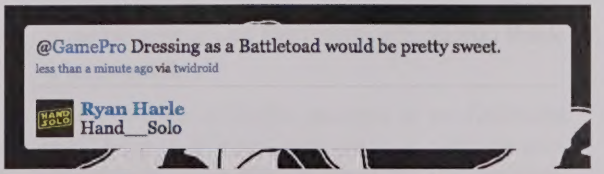
Want to know more about how IDG business units are using social media? Check out the Social Media Knowledge Center on IDG Central (via the Knowledge link on the home page), or post questions in the Social Media World group (via the Groups link on the home page).



Ever dressed as a game character for Halloween? Any character you hope to one day dress as? Replies will be posted & best tweet gets swag.
less than a minute ago via web

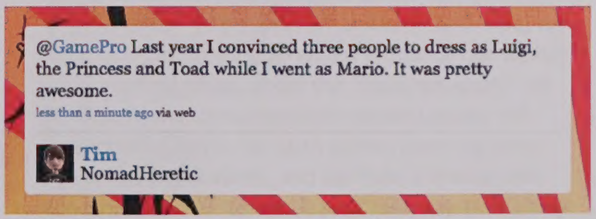
GamePro
GamePro

And a sample of the responses we got.



@GamePro Dressing as a Battletoad would be pretty sweet.
less than a minute ago via twidroid

Ryan Harle
Hand__Solo



@GamePro Last year I convinced three people to dress as Luigi, the Princess and Toad while I went as Mario. It was pretty awesome.
less than a minute ago via web

Tim
NomadHeretic

The best submissions are included as embedded versions of the contributors' tweets via the Blackbird application, which shows a glimpse of (and links to) their personalized Twitter wallpaper.

one on one

the interview

__Elizabeth Heichler__
The editor in chief of the IDG News Service is this week's columnist. Reach her at elizabeth_heichler@idg.com.

IDG News Service at-a-glance

Headquarters Boston

Established 1984

Mission To provide editorial content that gives IDG publications worldwide a competitive advantage in their markets. IDGNS offers both original content created by IDGNS staff and recirculated content created by other IDG publications that are willing to share via the wire.

Web www.idgns.com

Bureaus Tokyo, Taipei, Beijing, Bangalore, Paris, London, Stockholm, Brussels, Boston, New York, Miami, Washington, Seattle, San Francisco

Number of employees 24

Q What are business units looking for from the IDG News Service these days?

A For original content created by our staff, our customers want timely and comprehensive breaking news coverage of the global IT industry, including both enterprise and consumer technology topics. We get ever-increasing requests for images and photographs. Lots of business units tell us that because they don't have the resources to produce much video, they depend on the videos that we create and distribute.

As the CFO World product line has taken off around the world in the past year, we're getting requests to help support these publications. There are several ways we are hoping to meet this need. First, we aim to encourage sharing of material, via the IDGNS wire, that the various CFO World publications are creating in their local markets. Second, we're creating some new features, such as a regular career-focused CFO interview, that these publications can use. And third, we'll be working directly with some of the editors around the world for opportunities to draw on our staff technology expertise to cover topics of particular interest to the CFO audience.

Q What kinds of video and graphics content do you offer?

A We try to find images to run with as many of our stories as possible, and they range from exclusive photographs shot by our staff, to vendor-provided material, to some stock images.

Videos available via idgns.com include:

- World Tech Update is a weekly show hosted by our main video producer, **Nick Barber**, and offers an overview of the big news of the week as well as some interesting or quirky feature stories.
- Akibatteru is produced roughly once a month in Japan by our Tokyo Bureau Chief and Multimedia Editor **Martyn Williams**, and features freelance video reporter Hiroko Nakamura exploring the geek-chic side of Japan.
- Free-standing news reports, usually just a few minutes long, are produced throughout the week as event coverage demands.
- Short, fairly raw video snippets suitable for embedding in an online story are something we aim to do more of as more of our reporters get comfortable using small devices such as Flip videocameras to shoot events they are attending.

We provide videos in both ready-to-run flash file format as well as editable files. For the latter, we separate audio channels so that if a business unit desires, it can dub the voiceover into their local language.

Q How do you collaborate with other IDG units?

A Collaboration with IDG business units takes the form of both ongoing processes and project-based work. On an ongoing basis we seek to collaborate with other news organizations at IDG to ensure that we are making the most of our combined efforts to get the best breaking news coverage out there. For example, our reporters coordinate closely with reporters at IDG Enterprise U.S. to avoid duplicating stories and to split up the coverage load at trade shows.

We also work with CIO U.S. collaboratively; this year I had the privilege of attending their print editorial offsite as they discussed new features for the magazine, and I offered ideas for how our staff could help contribute. Once they settled on some new ongoing features, I took that to News Service staff who will pitch in to write stories to help fill those spaces regularly.
An example of a shared project would be some story packages we have done with CIO Sweden, where we have worked with an editor to define a story idea, and then our reporters have researched and written the story components.

Q What's new at idgns.com?

A We just added a "premium content" section under the "newswire" tab, where we will post stories that IDG sites have created for use behind a registration wall on the originating site. We're asking sister companies to respect that their colleagues are considering this to be premium content and if they want to re-use it online, in English, then they should also put it in a gated area. Of course the material can be used freely in print and anywhere else if it's translated into another language.

Q What content on the IDGNS site do you think is underutilized?

A We have lots of helpful resources on the IDGNS site that people could make more use of, in particular our various e-mail alerts that anyone at IDG can subscribe to (look under "alerts and rss" at idgns.com). Also, we recently began posting an edited version of our weekly news meeting notes, under the "tools/resources" tab (or http://www.idgns.com/idgns/weeklyupdate.nsf). This could be helpful to news editors planning coverage at IDG publications, and we hope it encourages conversations with us that lead to even more collaboration.

First impressions

continued from page 1

Dulak

Amy Dulak
IDG World Expo
Account Coordinator
Joined IDG: Sept. 7, 2010

Q What attracted you to IDG?

A I was told about an open position at IDG by a supervisor from a previous job. She told me that she had heard that it was a solid company with an excellent reputation.

Q What, if anything has surprised you about working at IDG?

A The responsiveness of all IDG employees. It is so refreshing to ask a question to a colleague in another department of the organization and have a response within minutes. That is not the case in many companies today. The training offered by the company is outstanding. From online courses to seminars to a lending library of a wide range of business books.

Q Does anything about IDG's corporate culture stand out?

A The communication within the organization is exceptional. From the top of IDG on down, employees are "in the know." There are frequent newsletters and updates so that all IDG staff know the latest news about our company. Within my business unit, weekly e-mails are sent to all employees updating us on the latest news and trends in our industry. I have learned more about the industry in the brief time I've been here than I learned over years in other companies. The level of teamwork at IDG World Expo is incredible. I've never worked in an organization where the employees collaborate so efficiently to reach a common goal. From top management all the way down the chain, each employee is given the opportunity to make suggestions and have those suggestions truly regarded as valuable.

Q How is it different from working at a previous employer?

A Management's recognition of each employee at IDG makes this a very different company. Throughout many years of service with previous employers, I've rarely seen the upper management of the company. At IDG, the newsletters include video presentations of company leaders, along with their thoughts. Management is quick to share the company's successes with employees and to praise those employees for their efforts. I'm told that Chairman **Pat McGovern** visits each office personally for the holidays to acknowledge the efforts of all employees throughout the year. I look forward to this visit.

Tatsuko

John Tatusko
Computerworld
National Director of Event Sales
Joined IDG: Sept. 23, 2010

Q What attracted you to Computerworld?

A I was attracted to IDG Enterprise/Computerworld for a couple of reasons, including the fact that the brand has a great reputation. Mainly though, [IDGE VP, Business Development] **John Vulopas** gave me the hard sell. He couldn't say enough about the leadership and opportunities at IDGE, the innovative programs IDGE offers its customers, what a great organization IDG is to work for and how great the Computerworld team is.

Q Has there been an unexpected discovery?

A How much the different brands interact and support each other. There seems to be a healthy 'co-opetition' among the IDGE brands. I've been in sales for a long time, and I know things can get pretty territorial. I've never seen people working on different brands so willing to help each other out. I think it really benefits us all.

Q Difference from a previous employer?

A The resources are incredible. From a great IT team to research studies and surveys, we have all the tools a salesperson can ask for.

Q Best part about working at IDG?

A I think it goes back to resources. People seem to work really hard to put the sales teams in a position to win. It's both effective and appreciated. and it's unlike many places I've worked before.

Glasser

AJ Glasser
GamePro Media, News Editor
Joined IDG: January 4, 2010

Q What initially attracted you to IDG and GamePro?

A I started my career in video games journalism as a freelancer for GamePro in 2004 by randomly applying for a position I was underqualified for. The then-VP of Content liked my cover letter so much, he offered to let me write some articles and I've been coming back to GamePro ever since.

Q What has been the most unexpected discovery you've made about working at IDG?

A The most unexpected thing about IDG I've found is the amount of camaraderie between business units that share the same building. I've worked in places where "different publication" might as well have meant "different planet" — but at IDG, we're all geeks in some fashion, so we always have things to talk about even if we do cover different subjects.

Q Does anything stand out about IDG's corporate culture that you weren't expecting?

A The corporate culture at IDG is more transparent than at other companies I've worked for. I know exactly who controls what, just how much influence which parts of the company have over others, and I'm not unwelcome in our group president's office to discuss ideas, which is truly unique.

Q How do you describe your new job to friends and family?

A I tell them I've landed my dream job. It's to have people take video games journalism seriously as a profession, but describing a traditional office culture with just the right touch of video game culture to my friends and family makes them envy me as opposed to dismissing me.

Q What is the biggest difference you've encountered between working at IDG vs. a previous employer?

A If I want to try something new or different, people here won't tell me no or roll their eyes at me. There's an assumption in "corporate culture" that it's never OK to fail, but IDG views every attempt as a learning experience that helps the business grow and evolve.

Q What is the best part about working at IDG?

A The bagels. No, I'm kidding. In truth, I love coming to an office full of like-minded people. Work is work, but working alongside people who share your passion makes it fun. Even when you have to compete with them to get the best bagel.

Lynn Van

Network World, Sales Associate
Joined IDG: July 2010

Van

Q What attracted you to Network World?

A It was the HR programs, such as Mentoring, the High Five awards, etc. These programs spoke of the nurturing of careers and growth potential that IDG offers.

Q Most unexpected discovery about IDG?

A How extremely accessible and friendly everyone is — at every level.

Q How do you describe your new job?

A The people and company are a great fit. It's something that I would have never considered as being a selling point for a job.

Q Biggest difference between IDG vs. a previous employer?

A I've found that others have a genuine interest in my career development. I can't stress this enough. At some companies, it's difficult for sales associates to move up the career ladder because the position is viewed as strictly administrative. Here, I'm asked about my career path on an almost monthly basis. It definitely makes me feel like I'm a valued part of the company.

Q One on-the-job highlight for you so far?

A Getting a High Five card from [IDGE SVP, Group Publisher] **Bob Melk**.

Pablo Rivera

IDC, Research Analyst
Joined IDC: August 2, 2010

PETER SHORT

Rivera

Q What attracted you to IDC?

A IDC is a leading technology consulting firm, and it is very reputable. IDC has also demonstrated continuous growth despite turbulence in the economy. I work for Pricing Evaluation Services, and I was interested in this department because of a past internship.

Q Most unexpected discovery about IDC?

A IDC is definitely a hard-working firm, however I came from a fast-paced environment, and I was surprised to discover IDC's productive, yet less-stressful, work environment.

Q How do you describe your job to others?

A Positive and flexible. The autonomy given to analysts is wonderful, and certainly less stressful than many fast-paced work environments. Typically, by the end of the conversation, many of my friends are envious of my work environment and ask if IDC is hiring! I am very fortunate to be a part of such a brilliant and positive organization.

Q Best part about working at IDC?

A IDC definitely takes care of its employees, and that is one of the characteristics that make it such a compelling organization to work for. IDC has top-notch benefits and a positive, flexible work environment. My co-workers are very friendly and knowledgeable; it is a privilege to work with such a brilliant team.

Q An on-the-job highlight?

A Whether it's a new trick in Excel or engineering a new pricing methodology in Access, there's always something new to learn.

Leanne Rabitor

IDG World Expo
Executive Assistant
Joined IDG: Sept. 15, 2010

Rabitor

Q What attracted you to IDG?

A IDG is one of the Boston area's most successful and well-known companies, so that in itself was attractive. I was particularly interested in working for IDG World Expo because the events industry is exciting, and I was looking forward to the opportunity to work

continued on page 6

continued from page 5

for [CEO] **Mary Dolaher**. She has an excellent reputation, and I felt I would be fortunate to have her as a mentor as her assistant.

Q Most unexpected discovery?

A The excellent training program open to all employees truly shows IDG cares and invests in its employees. Also, the teamwork within my office and the collaboration between business units. It really is a team; everyone is willing to assist and help out one another.

Q Does anything stand out about IDG's corporate culture that you weren't expecting?

A I appreciate the team-oriented culture, IDG's leaders making the employees feel valued and the investments IDG makes in its employees. I feel as though management truly cares about the employees and the success of IDG as a whole, not just their individual unit or department. There's also the willingness to get involved in helping others through many charities such as Support the Troops, Thanksgiving food donations for local charities, Giving Trees at Christmas. I love that as a company we go above and beyond to help others in the community.

Q Best part about working at IDG?

A The people. It is truly a great group; everyone I have met either in person or via phone or e-mail is friendly and helpful with excellent customer service to fellow employees.

Pam Carlson

IDG Enterprise

Executive Assistant to the CEO

Joined IDG: April 26, 2010

Carlson

Q What attracted you to IDG?

A I was excited to get back into a larger, more technology-driven business.

Q Most unexpected discovery?

A I continue to be pleasantly surprised by how much IDG does for its employees. Everyone is truly treated like a member of an extended family. The holiday visit by Pat McGovern is a great example. I know of no other company this size that still has that sort of thing. Also, our monthly company meeting gives employees a greater insight into the business and the opportunity to ask any question of our CEO and get a full and honest answer. The awards (Summit Awards, High Five Peer Awards) given are added incentives that many companies have long done away with.

Q What surprises you about IDG's corporate culture?

A The amount of candy continues to astound me.

Q How do you describe your new job?

A I tell people that I consider myself very lucky to have found this job and hope that I have found the last job I will ever have.

Q Biggest difference between IDG and a previous employer?

A At IDGE everyone is valued for their expertise and what they are able to contribute to any given business situation. I am given the latitude to make decisions regarding the projects I am assigned without having to run every detail by my manager. He expects me to have the experience and knowledge to be able to handle the work I have been given without having to run to him repeatedly. In my previous position every decision made within the company, down to the smallest detail, was made only by senior management.

Q What's the best part about working at IDG?

A Being able to work with all levels of the organization and be involved in many different types of projects from calendar management, travel planning, expense reporting to planning the summer mixer and holiday celebration for our office.

Juan-Roberto Ortiz

Business unit: CIO Executive Council

Title: Sales Support

Joined IDG: July 2010

Ortiz

Q What attracted you to the CIO Executive Council?

A A friend at IDG told me about the company and how it wasn't uncommon for employees to have been there for 10-plus years. I considered that a good sign. So, that was the catalyst, and I followed that up by researching and keeping tabs on job openings. When an opening at the CIO Executive Council appeared, it seemed like the perfect fit.

Q Most unexpected discovery?

A The level of hands-on involvement of IDG's leaders from [IDG Chairman] Pat McGovern to IDG Enterprise executives. For example, in my first four months I've had three different and unrelated group meetings with [IDGE President & CEO] **Mike Friedenberg**, not including the all-company meetings. The man knows everything about every business unit and everyone's name to boot — pretty impressive.

Q Anything about IDG's corporate culture you weren't expecting?

A The level of transparency. We have monthly all-IDGE meetings along with the Executive Council's monthly all-company meeting.

Q How do you describe your job to others?

A As a jerk-free zone.

Q Biggest difference between working at IDG and a previous employer?

A I'm surrounded by top-notch people who make me better.

Q Best part about working at IDG?

A Brand recognition. It's pretty cool getting pleasant e-mails from CIOs of Global 500 companies.

Q One on-the-job highlight so far?

A Two, sorry. The Halloween trick-or-treat event and the summertime ice cream truck visits. Nice touch. WU

noteworthy people

New employees

Keenan

Brian Keenan joins **CIO** as account director, Integrated Sales for the Midwest and Northeast. He was previously account director at TechWeb and holds a B.A. in international relations/government from the University of Notre Dame in South Bend, Ind. In his free time he enjoys reading, travel, sports and volunteer work. *bkeenan@cio.com*

Previously a procurement specialist with Lion Re:Sources, Inc., **Bryan Mentlik** joins **IDG Enterprise** as a product placement specialist. He earned a B.S. in business administration with a concentration in entrepreneurship from Boston University. An avid snowboarder and poker player, he also volunteers at the New England Aquarium's penguin colony where he recently logged his 400th volunteer hour. *bmentlik@idgenterprise.com*

Group Managing Editor **Jason Wilson** comes to **GamePro Media** from Ziff Davis Media's Game Group where he was copy chief. He holds a B.A. in journalism from California State University/Sacramento and enjoys cooking, golf and time spent with family. *jwilson@gamepro.com*

Zhang

New at **IDG TechNetwork**'s Munich, Germany, office is Senior Key Account Manager, Events **Chi Zhang**. She was previously project manager at Solar Promotion International GmbH. She earned an M.A. in English and American studies from Westfalische Wilhelms Unversity in Munich. She enjoys singing and writing. *czhange@idgtechnetwork.de*

Please note: Any business unit may send anniversary information to world_update@idg.com.

Mobile-related presentations, speaker videos on IDG Central

A variety of new content has been posted on IDG Central recently:

1) The Mobile Hub group on IDG Central held its second conference call on Nov. 17, which included presentations on iPad apps, trends in mobile ad sales, the pan-IDG effort to collect mobile traffic statistics. Several new discussion threads have also been started. Click on the Groups link on the home page and select IDG Mobile Hub in the groups area.

2) Eleven employees spoke on a wide range of topics from mobile to social media and video to audience development at the Global Product Line Meeting in October. View 10-minute videos of them summarizing their comments Click on the Global Product Line Meeting link on the home page.

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central is a way to see a quick snapshot of what's happening at IDG business units around the world.

Any employee can send in a photo of just a little slice of life at the office, or it can be an image from an event, a staff meeting or anything that strikes you as being a good/fun/interesting or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Sally Reinfeld *IDG*

21

Susan Middleton *IDC*
Elizabeth Heichler *IDG News Service*

17

Przemyslaw Gamdzyk *IDG Poland*
Todd Simms *PC World Central Services*

16

Timothy Greene *Network World*

15

Natalia Peksa *IDG Poland*

14

Paul McNamara *Network World*

12

Francis Hare *IDC*

11

Neil Bennett *IDG U.K.*
Tom Kroon *IDG Enterprise*

10

Ellen Hughes *IDC*
Heiko Klinge *IDG Germany*

June Harmon *IDG Denmark*
Robert Swiniarek *IDG Poland*

8

Susan Law *IDG*

7

Michael Hennesey *IDC*
Helena Chappell *IDC U.K.*

6

Salvador Guillen *PC World Central Services*

4

Elzbieta Olszewska *IDG Poland*
Ray Anderson *IDG Enterprise*

3

Martin Hellson *IDG Sweden*
Christine Celli *IDG Enterprise*
Robert Strohmeyer *PC World*

2

Tony Tan *IDC China*

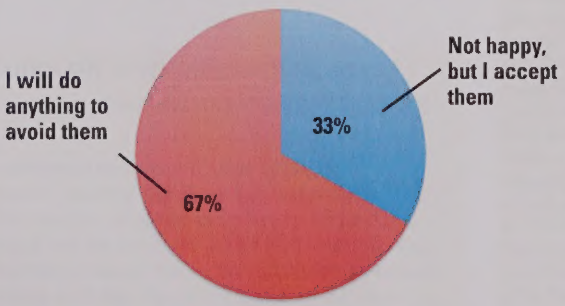
1

Ali Shareef *IDG Connect Europe*
Kristen Kells *CXO Media*
Robert Koshar *IDG TechNetwork*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Question of the Week results for Nov. 15

What do you think about ads on your own mobile phone?



Log on to www.idgcentral.com to vote on this week's question: **How likely are you to try, at some point, the recently announced @facebook address?**

celebrating 10!

Name
Barbara Simon

Home
Sydney, Australia

Joined IDG Australia
February 1995 as an Account Manager.

Career path
Account Manager, Account Director, Publisher

Current title
President, IDG Enterprise (including Computerworld, CIO, Techworld, CSO and CFOworld) and PCWorld.

Best part of your job
The people, the products and environment. I work with a great team of professionals who are all incredibly committed to IDG, our brands and products. It's wonderful to be a part of such a strong team.

I joined IDG because
It was the perfect combination of my skills having worked in both advertising and the IT industry in previous roles.

What's kept you at IDG for 10 years?
The people, the great brands and market position — we are truly riding on the back of a winning combination.

View from my work space
Incredible harbor views including the Sydney Harbor Bridge and Opera House along with the most breathtaking rainbows.

Interests outside the office
Water skiing, my children and family.

Family
My husband of 26 years Alan and I have two daughters, Nicole and Meg, who are my pride and joy.

Of what accomplishment at work are you most proud?

IDG Australia Enterprise and PC World President ***Barbara Simon*** *celebrated her 10 years of service to the company at a dinner hosted by IDG Chairman* ***Pat McGovern****.*

Being a part of building our brands to their industry-leading position.

What ability do you wish you had?
I wish I had learned to play the piano.

Favorite gadget
My iPhone.

Manager's profile
"Barbara is a wonderful blend of caring mum and killer business instinct. I've worked closely with Barbara for over a decade, and she has been a major contributor to IDG's success over that time, both through her personal sales and her departmental leadership. And she manages to do it all with a sense of calm and warmth."

— *Davy Adams, managing director, IDG Australia*

Tips on how to make the most of the new features on www.idgcentral.com

Check out the latest company information and employee resources on IDG's intranet. Do you need a password or did you forget yours? Go to www.idgcentral.com and follow the prompts.

Include a photo and custom information in your profile
Click on the My Profile link on the home page. In the box with your contact information, click on Edit Profile. In the General tab, click on "Click to Upload your Avatar." Be sure to indicate your time zone before you hit Save.

Make a post in the social media feed
On the home page of IDG Central there is an area called 'What are you working on?" — similar to a Facebook activity stream. See what others have written and type a sentence or two.

Invite colleague to be part of your network
Go to the IDG Directory. Search for a colleague, and when the name comes up, click Add as Colleague. When that person goes into the My Profile link on the home page, they can look at the colleague link on the right to see the request. If you receive an invite, click on the invitation link, and click on the box to accept.

Join a group
Join IDG Mobile Hub or Social Media World, post a comment, and see what hot topics are being discussed. Want to make a new group? Write to idgcentral@idg.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Patty Chisholm
IDG Enterprise
Elizabeth Heichler
IDG News Service
Marci Yamaguchi Hughes
GamePro
Dave Rudden *GamePro*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2010, OpenSource World, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

29 NOVEMBER 2010
VOLUME 40, NUMBER 41

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG Enterprise sites boost content sharing with new tool

Homegrown program lets users share stories on multiple sites with one click

Thanks to a homegrown content-sharing tool called a sidecar, IDG Enterprise site visitors are sharing IDG content with their social networks in ever-growing numbers.

IDG Enterprise
COMPUTERWO
CSO
DEM
NETWORK
TWO

LYNN HOLMLUND

Members of the sidecar development team include (l-r): ***Brian Carlson****, editor-in-chief, CIO.com;* ***Joan Joly****, Web producer;* ***Mike Guerin,*** *senior Web application developer;* ***Dave Gradijan****, Web producer;* ***Kate Davis****, Web developer; and* ***Kevin Gerich****, manager of Web development.*

"Sidecars are social media sharing tools that allow a user, with one click, to share a story with people on sites and services such as Twitter, Facebook, LinkedIn, StumbleUpon, Digg, Slashdot and Reddit," said **Brian Carlson**, editor-in-chief of CIO.com and leader of the IDGE social media task force. "They also provide a counter that lets the user see how many people have shared that story or recommended it to their friends across various sites."

Carlson said the sidecars, which float to the left of stories and have been on the IDGE sites for just over a month, give users a "very easy and intuitive" one-click solution to sharing content. "It's being done to encourage engagement and the connectivity of our content and brands," he said. "We've seen some tremendous social sharing increases on CIO.com. Facebook submissions have more than quadrupled, and Twitter submissions have nearly doubled in just one month." He added that InfoWorld.com has also seen a 60% improvement in its Twitter sharing and a 15% increase in Facebook submissions.

continued on page 4

IDG Business Media adds CIO, Computerwoche iPad apps

IDG Germany recently rolled out two more iPad apps — one for CIO and one for Computerwoche, with a third, for TecChannel, expected to launch Dec. 1. By year end, the company hopes to have apps for all of its business titles available in the German Apple iTunes store, according to **Sebastian Nissen**, content manager mobile, IDG Business Media.

After downloading the free Computerwoche or CIO Kiosk apps, users may purchase single copies of the publications or annual subscriptions. The kiosks also contain a free white paper library (although users must register to download this content) and free access to a web-based product called NewsFlip, which contains the daily website articles from the relevant publication. "We included the NewsFlip feature as a way to publish our website content within the apps in an iPad optimized layout and by using user inteface features like swipe gestures as an added value for readers," Nissen explained.

Karsten Linde*, account manager mobile (l), and* ***Sebastian Nissen****, content manager mobile, both with IDG Business Media in Germany.*

To keep costs down, the company is using a platform from Melin GmbH to organize and publish PDF files of the issues on the iPad. "For a 'real' iPad app with iPad content, full rich media capabilities and so on,

continued on page 5

Inside this issue

IDG Enterprise brands rake in 18 Digital Azbee awards from ASBPE *page 2*

IDG Vietnam staff visits Munich to gain revenue-generating ideas *page 2*

CIO Australia, IDG Australia journalists recognized for excellence *page 2*

One on one: IGS's Martin Meyer-Gossner talks about social media *page 3*

Celebrating 10: IDC's Peter Short *page 8*

newsworthy

in brief

IDG Enterprise brands rake in 18 Digital Azbee awards from ASBPE

Four IDG Enterprise brands took home 18 awards in the American Society of Business Publications Editors' annual Digital ASBPE Awards competition earlier this month. CIO.com won in the most prestigious category, B2B Website of the Year, with Computerworld.com and NetworkWorld.com ranking among the Top 10.

ASBPE praised CIO magazine's online site both for its comprehensive news content, and for an ease of operation that helps business-to-business readers navigate what might otherwise seem an overwhelming amount of information-technology content.

A panel of Web Site of the Year judges selected CIO.com due to its integration of social media reporting, clear organization and amount of valuable content to visitors. One judge said, "CIO has a great magazine, and an even better Web site." Another called it an "excellent, comprehensive Web publication."

The complete list of IDG award winners is:

- B2B Website of the Year (Winner): CIO.com
- B2B Website of the Year (Top 10): Computerworld.com
- B2B Website of the Year (Top 10): NetworkWorld.com
- Blog – General Excellence (Gold): Network World, Buzzblog
- Blog – How-To/Tips/Service (Gold): Computerworld, Defensive Computing
- Digital Magazine – General Excellence (Gold): Network World
- Slide Show (Gold): Network World, "CEOs still getting big perks despite pay backlash"
- Video – Issue Oriented (Gold): Network World, "The ABCs of IT: B is for Botnet"
- Web Data Base (Gold): Computerworld, "Best places to work"
- Web Step-by-Step/How-To Article (Gold): CIO.com, "Facebook Privacy Changes: 5 Can't-Miss Facts"
- Blog – General Excellence (Silver): Computerworld, Android Power
- Blog – How-To/Tips/Services (Silver): ITworld, The Daily Tip
- Web Feature Article (Silver): Computerworld, "Employee monitoring, When IT is asked to spy"
- Wiki (Silver): ITworld.com
- Blog – Analyst/Commentary (Bronze): Computerworld, Apple Holic
- Integrated Social Media Community (Bronze): CIO Forum, LinkedIn
- Web News Section (Bronze): Computerworld.com
- Web Step-by-Step/How-To Article (Bronze): Computerworld, "The smart paranoid's guide to using Google"

For a list of all Digital Azbee winners go to http://www.asbpe.org/contest/.contest.htm. WU

IDG Vietnam staff visits Munich to gain revenue-generating ideas

Many colleagues from Munich spent time with their guests from Vietnam. One group included (l-r): IDG Germany Mobile Content Manager ***Sebastian Nissen****, IDG Vietnam Content Executive* ***Cong Nguyen****, IDG ASEAN Regional Event Director* ***Anh Truong****, IDG Vietnam Event Coordinator Nhi Nguyen, IDG Vietnam Event Manager* ***Anh Nguyen****. (Back): IDG Germany CEO* ***York von Heimburg*** *and IDG Germany Web Architect* ***Joer Breit****.*

Four employees from IDG Vietnam recently spent a few days visiting colleagues at IDG Germany's office in Munich to gain a better understanding of the company's programs in a variety of business ventures.

"IDG Germany is one of IDG's most forward-looking business units, and we wanted to find out more about their revenue-generating initiatives so we could apply some of those models in our home country," said IDG ASEAN Regional Event Director **Anh Truong**.

The visitors met with IDG Germany staff to talk about revenue opportunities in online and database management services, how to keep current customers happy and give them reasons to invest more with IDG, and what factors contribute to successful events.

The group also observed video production and broadcasts in IDG Germany's studio and ways to attract sponsors and increase the audience for video programs.

Write to anh_truong@idg.com.vn. WU

CIO Australia, IDG Australia journalists recognized for excellence

IDG Australia made a good showing at a national magazine industry awards event earlier this month.

At the Publishers Australia Awards, the country's leading magazine awards judged by industry executives, CIO magazine won the B2B Magazine of the Year prize. Computerworld Australia Senior Journalist **James Hutchinson** and CIO Journalist **Lisa Banks** were both recognized in the New Journalist of the Year category as Runner Up and Highly Commended, respectively.

IAN SHARP

Banks

"With over 500 entries it was a very tough competition," said IDG Australia Managing Director **Davy Adams**. Earlier in the month, IDG Australia took home seven winner and finalist titles at the Consensus IT Writers Awards. "The fact that IDG has been recognized for excellence across such a broad spread of our titles is fantastic," Adams said. "It's a testimony to the quality of our people and their determination to deliver the best possible information and advice to their readers."

IAN SHARP

Hutchinson

Go to http://www.publishersaustralia.com.au/awards or contact Davy Adams at davy_adams@idg.com.au. WU

one on one the interview

Martin Meyer-Gossner
The strategic marketing and sales services director at IDG Global Solutions is this week's columnist. Reach him at martin_meyer-gossner@idg.com.

> *"IDG has to find new ways to monetize on the new technologies, tactics and target groups that arise out of modern social media usage."*

Videos on IDG Central cover social media and other topics

View Martin Meyer-Gossner's video interview of from the IDG Global Product Line Meeting in which he talks about identifying key IT bloggers, popular social platforms in Europe and other topics.

Ten other IDG employees are interview on mobile, audience development, SEO and other topics. Click on the Global Product Line Meeting link on the home page of IDG Central.

Q **What's your mission as IGS EMEA's strategic marketing services director in charge of social media?**

A Social media is the future of media. If we take the word "social" out, we face a new communication trend that will expand the standard of conversation to a next level in the near future. The social web will redefine the way we publishers have to do our media business. The challenge will be to keep and elaborate our good position. We hold all the trumps in our hands: We communicate with high-level target-groups, we are seen as the most trusted creators of content, and we know how to build audiences. With a lot of powerful global brands the starting point could not be better. Social media is an opportunity to elaborate the position. It has changed the world as the technology around it evolves so quickly and people can hardly keep tracking it.

My role will be to optimize and grow the social media efforts in our countries and help IDG colleagues sell and deliver social media programs to clients, whether they are social audits, banner programs, community threading, or different formats of community building. I am doing webinars and workshops (both for IDG employees and for clients) in order to give insights in the latest technologies and how to monetize on the back of it. Apart from that, I will be looking at new programs, new concepts and creating ideas for further social media integration on our platforms. One thing I am evaluating at the moment is Social Community Integration (creating social networks inside our brand sites) via different software providers.

Q **What's your social media vision for IDG?**

A IDG has to find new ways to monetize on the new technologies, tactics and target-groups that arise out of modern social media usage. We need to understand the user behavior and trends that arise from Web 2.0 technology. In order to do that we need to monitor where our users go, we need to listen to which services they prefer and engage in conversations where they engage — for, with or without our clients. And we should not let the social graphs of bloggers and social medians become competitors. If they have started the democratization of content creation, we should embrace their views in order to learn from them. Let's aggregate their output, collaborate with them and curate their content.

Q **What do you think are the key goals IDG customers want to achieve with social media?**

A For most of our IT clients, it is still about clicks, share of voice and lead generation. It doesn't make much difference to them whether they promote a Facebook fan page, a Twitter account or a landing page. For them it is still broadcasting time, and we cannot blame them. "Status Updates" are the key to engagement, so why not build banners around them? We could win against our competitors on the consulting services we offer: social audit, community threading and community building. But we should always align it to our brands in order not to make ourselves redundant. In my view, there is a huge difference if we create a partnerzone inside our properties, or if we help build a client-hosted community outside our platforms. As long as our brands monetize our business, we should have a "brand first" strategy in our sales process.

Q **What are your hopes for the Social Media World group you've started on IDG Central?**

A The main idea of social media is to share. What I have seen in the last months since I joined IDG is that some countries are faster in adopting social media ideas, products and trends than others. The Social Media World group can be used as a case study platform, for information exchange as well as to discuss new social media technologies and platforms. It is still early for people to understand why they need to share information. But my learning from having been at other IT media publishers is this: Whenever people share ideas, new visions are being created and discussed and new thoughts arise. Sometimes it is not about money in the first place but about starting conversations.

Anyone who's interested in any aspect of social media is welcome to join the group and ask questions, post links to interesting articles and comment on the topics being discussed. Click on the Groups link on the home page of IDG Central and find Social Media World on the Groups page.

Q **I understand you're working on a new project for a non-traditional client. What is it?**

A One of the projects I am working on is a social media "visioneer" brand bridging the IT and automotive industry. All parts of social media will be involved, and it will also address sponsors and partners we are not really dealing with at the moment, for example, Mazda. Mazda's global brand manager said this about the project:

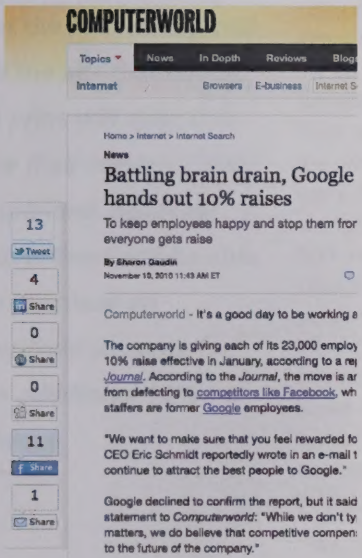
"Cars are the most or second-most expensive products most consumers purchase in their entire life.

continued on page 7

Sidecars

continued from page 1

Prior to the sidecars, IDGE sites had 'Share/Email,' 'Tweet This' and 'Comment' buttons — "all in different setups," Carlson said — at the top and bottom of their stories which readers could use to recommend stories.



Home > Internet > Internet Search

News

Battling brain drain, Google hands out 10% raises

To keep employees happy and stop them fror everyone gets raise

By Sharon Gaudin
November 10, 2010 11:43 AM ET

Computerworld - It's a good day to be working a

The company is giving each of its 23,000 employ 10% raise effective in January, according to a re Journal. According to the Journal, the move is ar from defecting to competitors like Facebook, wh staffers are former Google employees.

"We want to make sure that you feel rewarded fo CEO Eric Schmidt reportedly wrote in an e-mail t continue to attract the best people to Google."

Google declined to confirm the report, but it said statement to Computerworld: "While we don't ty matters, we do believe that competitive compen: to the future of the company."

IDG Enterprise's new sidecar sharing tool sits to the left of stories on the various IDGE sites and moves up and down the page as the user scrolls. Users can share the content with their colleagues on any of six social media sites.

According to Carlson, a user who wanted to share a story with the previous 'Share/Email' module had to open it to access it, "so we pulled that and replaced it with a sidecar to make it easier for someone to click and share a story rather than have to go through multiple steps, which we thought may have deterred sharing."

The sidecars give all the sites "a similar set of functionality, so they all have a certain level of social media engagement," Carlson said. The sidecars take the idea of the "Share/Email" button and expose a variety of critical social media sites to the user. "The sidecar is also persistent," he said, meaning it moves with the article as the user scrolls down the page. "So as you read the story, you may want to share as you scroll, and the sidecar stays with you to encourage that."

InfoWorld.com and CIO.com were first to launch the sidecars. According to Carlson, InfoWorld had done some of the preliminary development work so it made sense to implement the sidecars on its site first, and, thanks to a recent redesign, CIO.com had left space in its existing templates for the sidecars, "so it was easy to launch them there as well," Carlson said.

Computerworld rolled out its sidecars recently, and Carlson said that NetworkWorld.com will be using them by early December.

Asked if IDGE could share the sidecar with other IDG business units, Online Operations Group Executive Producer **Matt Goebel** said, "Like a lot of front-end stuff, [the sidecar code] is a bit of this and a bit of that, assembled as the page renders. Anyone can see how we combined the sidecar elements by looking at the HTML, CSS and Javascript on any of the sites using the sidecar."

Carlson recommended that any IDG business unit considering developing a similar tool start by identifying which of their sites attract the most passionate readers. "People should consider what sites of theirs are the most important and what their particular audience cares about and interacts with," he said. "Make sidecars the most prominent on those sites. Extract the buttons from a sharing module like Share/Email that users would normally need to click to open to use; this encourages sharing more with less work on the user's part." Deciding to add a counter is also an important consideration, he continued. "The advantage of having it is that it shows people that others are interacting and encourages someone to share the story themselves. The disadvantage is that if you have a smaller site with a more limited audience, it is more likely that the counter numbers will show up as zeros, possibly causing a deterrence to sharing. It's a judgment call as to which set up is best for a site's audience. Making sharing obvious and easy for all users is critical to getting our content out there as much as possible."

Contact Brian Carlson at bcarlson@cxo.com. WU

Sidecars foster 'dramatic change' in just 30 days

IDG Enterprise's (IDGE) social-media-sharing sidecars began as an experiment among the team of developers in IDGE's Online Operations Group (OOG). "They had seen similar implementations on non-IDG sites," said Executive Producer **Matt Goebel**, "and pulled together a functional prototype over the course of a few days. We decided it would be interesting to see if the user experience would have a positive impact on the sharing activity and social reach for our content." Working with CIO.com Editor-in-chief **Brian Carlson**, the OOG development team modified the designs for what had by then been dubbed 'sidecars.'

Goebel said the OOG team suspected that "these big, exuberant buttons" were not only more enticing than Share/Email, Tweet This and Comment buttons, but that the counter numbers would also play an important role in engagement. "When a user sees a big count, it's a kind of social validation of the content's quality," Goebel said. "For other users, seeing a small number means they might be first in their social group with that piece."

According to Goebel, OOG went from the initial sidecar idea to having them live on the CIO, CSO and InfoWorld sites in just over a month. "On those sites, we saw a dramatic change in just 30 days." He said. "The profile of sharing moved from one dominated by e-mail to one that reflected the face of the social Web as we are coming to know it, with Facebook and Twitter seeing the lion's share of the action. It was very gratifying for the team."

> ***"The profile of sharing moved from one dominated by e-mail to one that reflected the face of the social Web as we are coming to know it."***
>
> ***— Matt Goebel***

OOG is already tweaking the sidecars. For example, sidecars are currently not visible to users with browsers set narrower than about 1,000 pixels, nor can they be seen on the iPad. "This was a calculated decision made so we could launch and measure impact quickly before committing additional time and resources," Goebel said. "Only a small fraction of our audience views the sites on such narrow browsers, so it was a good trade-off for us. Now that we've got evidence of success, we'll move on to make the user experience bullet-proof."

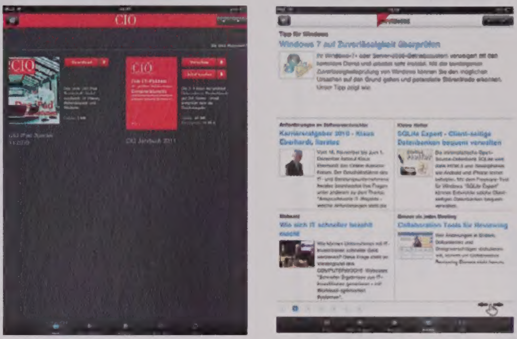
Contact Matt Goebel at mgoebel@idgenterprise.com.

iPad apps

continued from page 1

you could easily spend $100,000; with Melin our costs for four publications are in the low five-digit area," said **Karsten Linde**, account manager mobile, IDG Business Media.

Using a web interface, the PDF versions of the publications are added to the Melin hosting platform. Via an HTML site that basically opens in the kiosk app, the PDF issues are presented to users. If users choose to purchase a single copy of a publication, Apple receives its standard 30% cut on the purchase. However, if users choose to purchase an annual subscription, Apple is not involved in that transaction and receives no revenue split. (The registration process runs over external service provider ZENIT Pressevertrieb GmbH.)


Above, the CIO Kiosk storefront (left) and a view of the Computerwoche NewsFlip product, which is offered at no extra charge with the IDG Business Media apps.

"We call our iPad strategy an 'enriched PDF' strategy," Linde said. "We take the print PDF and add videos, extra pictures for the photo gallery and links to external websites and contents. This enriched strategy applies on both the content side and the advertiser side, Linde explained. The publications' editors will need to identify and provide additional rich media assets, though determining just what users want will be a process of trial and error, he said. "No one wants to overdose on rich media."

On the advertising end, all the ads that appear in print will appear in the iPad version, Linde explained, however advertisers will be able to purchase an enriched package for an additional 10% charge.

On the advertising end, all the ads that appear in print will appear in the iPad version, Linde explained, however advertisers will be able to purchase an enriched package for an additional 10% charge. Advertisers may then supply additional assets including video, photos and links that will be incorporated into their existing advertisements.

Users will be able to purchase an annual iPad-only subscription to Computerwoche for 199 euros (US$272) or a combined iPad and print subscription for 279 euros ($381). A regular print subscription is 232 euros ($317). For CIO, an annual iPad-only subscription is 79 euros ($108), iPad and print is 139 euros ($190). A print-only subscription costs 96 euros ($131).

For more information, contact Karsten Linde at klinde@idgbusiness.de or Sebastian Nissen at snissen@idgbusiness.de. WU

Five IDG execs named to B2B's Media Business Who's Who listing

Five IDG executives were named to the B2B Media Business Who's Who listing for 2010 earlier this month. The honorees include:

IDG Chairman Pat McGovern: "An early champion of digital media, McGovern is now embracing mobile. He has predicted that 90% of IDG's information distribution will be via mobile devices by 2020. Last month, the McGovern Institute for Brain Research at MIT, started with a $350 million pledge from the 73-year-old billionaire and his wife, celebrated its 10th anniversary."

McGovern

Carrigan

IDG Communications CEO Bob Carrigan: "Under Carrigan, IDG continues to innovate. The company has expanded its international reach while moving aggressively into social media with its IDG TechNetwork, a network of more than 400 blogs. Its Amplify ad unit allows users to share marketer messages on social networking sites, and its strategic marketing services unit aids clients in managing social network marketing."

Dolaher

IDG World Expo CEO Mary Dolaher: "Dolaher runs IDG World Expo, IDG's event division. The division introduced a number of new events and partnerships this year, including the Anime Expo in Los Angeles, QuakeCon in Dallas and MacWorld Mobile in Hong Kong."

IDG Enterprise President and CEO Michael Friedenberg: "Friedenberg oversees IDG Enterprise, which includes CIO, CIO Executive Council, Computerworld, CSO, DEMO, InfoWorld, ITworld and Network World. The unit's revenue increased 7% in IDG's fiscal year ended Sept. 30. Under Friedenberg, IDG Enterprise remains a mix of print and digital: Computerworld was named ASBPE's 2010 magazine of the year, and the CIO Forum on LinkedIn has 37,000 members."

Friedenberg

Yorke

IDG Strategic Marketing Services President Matthew Yorke: "Yorke has been building a new business around social media, called Amplify, which involves tracking conversations around specific topics chosen by clients, then developing strategies to influence them through content creation and outreach. He also oversaw the launch of a new marketing campaign, "Think Tech: Think IDG."

More information is available at www.btobonline.com/section/mbissue. WU

noteworthy

Promotions

Cardamone

IDG Strategic Marketing Services (SMS) Digital Marketing Manager **Teresina Cardamone** has been promoted to senior marketing manager, Digital Media and Branding. "Teresina has done a tremendous job in the past 12 months for IDG," said **Matthew Yorke**, SMS president. "She led an agency review and the development of our Think Tech : Think IDG campaign that has been well-received. She developed innovative marketing solutions such as our recent Mashable sponsorship series. She was a true IDG star on the Global Product Line meeting's organizing committee and at the event itself, being one of the main contributors to such a successful meeting. She continues to be an enthusiastic member of SMS, willing to learn and always willing to help anyone out." *teresina_cardamone@idg.com*

New employees

Malik

Atif Malik joins **IT World Canada** as an account manager, a title he also held at his previous job with Media Edge Communications. He earned a B.A. in marketing from Wayne State University in Detroit and enjoys video games, documentaries and "creating tolerance through social media." *amalik@itworldcanada.com*

Previously a Web designer and developer at Durham Mediation Group, Inc., **Diloshan Sivakumaren** joins **IT World Canada** as a Web coordinator. He holds a B.S. in computer science from York University in Toronto, Ontario, and spends his free time designing Web templates and reading. *dsivakumaren@itworldcanada.com*

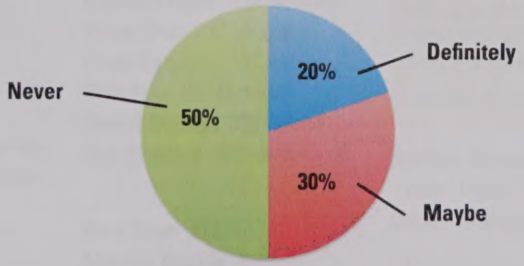
Calling all Noteworthies

IDG World Update aims to make the Noteworthy page as globally diverse as IDG itself. All business units are welcome to send information about promotions, new employees, returning employee, transfers and employee awards or speaking engagements to world_update@idg.com.

For promotions, excerpts can be made from internal announcements forwarded to world_update@idg.com.

Question of the Week results

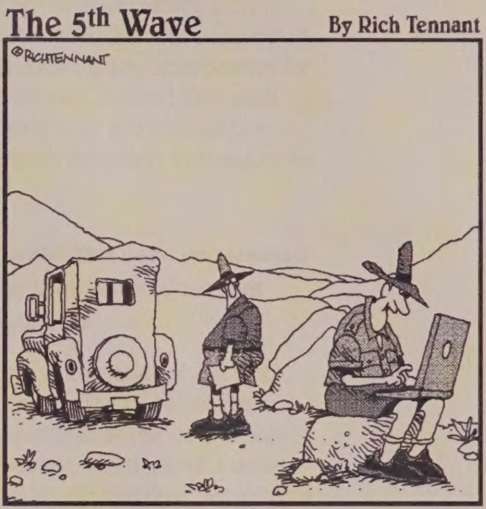
How likely are you to try, at some point, the recently announced @facebook address?



Log on to www.idgcentral.com to vote on this week's question:
Do you generally check your work e-mail over the weekend?

off line

Congratulations to all our enthusiastic caption contributors. Winner **Davy Adams** will have his coice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Downloaded*.



"No luck getting help, but I just became the mayor of this rock on Foursquare."
Davy Adams *IDG Australia*

Honorable mentions

"You were right. There is no Google Maps Street View from this location."
Marc DeCastro *IDC Financial Insights*

"Hold on...just updating my FaceBook status" - "Day 3: Still lost, and Jim still hasn't found out where I hid the GPS LOL HAHA!"
David Reinsel *IDC*

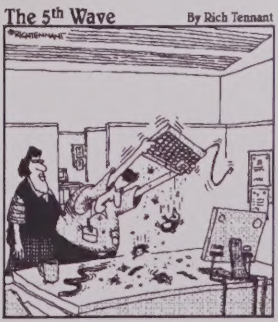
"Yes, we will leave as soon as I have harvested my carrots."
Wijnand Plekker *IDG Netherlands*

Rich Tennant's original caption

"You should see the detail in this Topo map of the area. It's like we're standing right there."

Add a caption to this new cartoon

Go to the home page of IDG Central to find the newest cartoon caption contest with the cartoon at right. Test your creativity and post your caption in the comment box, or e-mail it to world_update@idg.com, by Dec. 22.



service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Shirley Horrocks *IDC U.K.*

27
Birgit Goetz *IDG Germany*

24
Marianne Kraus *IDG Germany*

23
Lucinda Borovick *IDC*
Lars Dahmén *IDG Sweden*

20
Michaela Maack *IDG Germany*

19
Gaby Meijnckens *IDG Netherlands*

17
Jerzy Krupinski *IDG Poland*

15
Pavel Kraml *IDG Czech*
Diane Elhilow *IDC*
Janis Dempsey *IDC*

13
Joseph Howard *IDC*
Alexander Mohn *IDG Germany*
Ludovic Poussier *IDC France*

12
Alexis Manfrediz *IDC*
River Jiang *IDG China*

11
Daniela Cimino *IDC*
Gaby Salvisberg *IDG Switzerland*
Snjezana Popovic *IDG Germany*
Lars Harkjær Møller *IDG Denmark*

10
Brenda Casey *IDC*
Isabella Tillmann *IDG Germany*
Joachim Koenig *IDG Germany*

9
Michelle Bailey *IDC*
Michael Trier *IDG Germany*

8
David Senf *IDC Canada*

7
Tracy Corbo Sasseville *IDC*
Niclas Söderlund *IDG Sweden*

6
Richard Nicholson *IDC*
Shinji Kozaki *IDC Japan*

5
Vivian Tero *IDC*
Gina Gamble *IDC*
John Powers *IDC*
Lisa Kue *IDC*
Karen Massey *IDC*
Theodore Dangson *IDC*
Paulina Salcedo *IDC Mexico*
Jan Horsager *IDG Denmark*
Mikkel William Nielsen *IDG Denmark*
Robert Petranyi *IDG Sweden*

4
Romelle Herring *IDC*
Karsten Weide *IDC*
Thomas Drummond *PC Advisor*
Reto Vogt *IDG Switzerland*
Natascha Mössler *IDG Germany*
Masao Frone *IDC Brazil*
Jonas Lenne *IDG Sweden*

3
Elaina Stergiades *IDC*
Jacklyn Kliem *IDC*
Michelle Blondin *IDC*
Phuong Hang *IDC*
Toshihiko Tsutsui *IDC Japan*
Johann Chan *IDG U.K.*
Sandra Adlesgruber *IDG Switzerland*
Harald Schodl *IDG Switzerland*
Stefanie Kautschor *IDG Germany*
Bianca Kasper *IDG Germany*
Yliana Chiu *IDC Mexico*
Israel Sanchez *IDC Mexico*
Ditte Friis *IDG Denmark*
Dawid Groszyk *IDG Poland*
Tom Sanders *IDG Netherlands*

2
Gary Chen *IDC*
Marcus Torchia *IDC*
Sanjeev Pal *IDC*
Cherry Yumal *IDG Australia*
Jairo Moreno *IDC Mexico*
Rodrigo Afonso *Now! Digital Business*
Lukasz Grabczynski *IDG Poland*

1
Armig Adourian *IDC Canada*
Christopher Ilg *IDC*
Yiyang Song *IDC*
Melody Bi *IDG China*
Miguel Angel Letona *IDC Mexico*
Nallely Rosales *IDC Mexico*
Michal Stepien *IDG Poland*
Nobuhiro Soejima *IDG Japan*

Business units may send anniversary lists to world_update@idg.com.

One on one

continued from page 3

(Pre-)Purchase and ownership experience for most of the Mazda customers and prospects are important and very emotional aspects of their life. There is a lot to talk about with us: Mazda in general, desirable designs, great new technologies, fuel economy, fun-to-drive, safety, sustainability matters and sometimes even issues with our products. Social Media, on- and offline, offers great opportunities for our customers to express themselves, interact with each other and with us. And we learn a lot and a lot quicker about our customers and other stakeholders involved in the dialogues."

Q **Before coming to IDG earlier this year, you created a brand called The Strategy Web. What does that involve and why did you start it?**

A Three years ago, I started to write a book about web strategy; the approach was quite analytic and research-based. All of a sudden, I realized that all the studies I wrote about were getting old in about six months time. I understood the dynamics of the social web and how fast information and insights flow. I asked myself: Why write a book? Just to be called an author? And that was followed by the question: What is the future of personal reputation and personal branding?

So, I deleted the 60 pages I had already written and started a blog. I wanted to know if a person can become a brand just by blogging and living the "social media dream." Today, I am a speaker and Web-business strategist, not by writing a book but by sharing my thoughts and knowledge with the people that rate my input, ideas and outlooks. The Strategy Web (www.thestrategyweb.com) evolved and has just been registered as a trademark. But it is still me. This is personal branding of the future: this is social media.

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central is a way to see a quick snapshot of what's happening at IDG business units around the world.

Any employee can send in a photo of just a little slice of life at the office, or it can be an image from an event, a staff meeting or anything that strikes you as being a good/fun/interesting or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

celebrating 10!

Name
Peter Short

Home
Franklin, Mass.

Joined IDC
April 1999 as Operations Associate.

Current title
As Operations Manager I oversee the mailroom and copy center along with a lot of space planning, office and building logistics, and the building access control.

Most challenging part of your job
We've taken on a lot more responsibility with fewer staff members than we had a few years ago, so staying on top of all of the above to keep our customers happy and productive is a challenge.

Job perk
I think IDC has a great benefits program. The paid time off policy is fantastic. After 10 years I have 29 PTO days/year. Some people in other companies only get two weeks after that amount of time.

Recent accomplishment at work
We've executed a lot of large-scale office moves from building to building or floor to floor and have been able to do so very effectively with little disruption to our employees' business productivity.

Memorable work moment
Early on at IDC, I sent an e-mail to one of my close high school friends to see if he wanted to grab a drink after work. He has the exact same name as IDC Sales VP **Ken Hoyt**, so my e-mail went to him by mistake. A little awkward, but funny after I explained.

I joined IDG because
I had worked 17 years in a restaurant and was burnt out with the long hours and weekends, and I just sort of lucked out with a great 9-to-5 office gig here at IDC.

What's kept you at IDG for 10 years?
After spending a lot of years in other jobs, I value having a great office job at a great company.

One thing you've learned during your tenure at IDC
That a paperless office is probably just a fantasy.

What you're doing to be a better employee
I've almost completed a Facilities Management Professional certification program through the International Facilities Management Association.

Interests outside the office
I spend a lot of time working around the house on the weekends, and hanging with the family. I also work a second job at a liquor store a few nights a week. I am an avid Patroits fan and have been a season ticket holder for the past 10 years or so.

*IDC's **Peter Short** recently dined with IDG Chairman **Pat McGovern** in celebration of his 10 years of service to the company.*

Family
My wife, Leslie (she works in IDC's HR department) and I have a son Brady, who is 3 years old, and our daughter Carson is due on Nov. 23, so she should already be here by the time this runs. *(Ed. note: Carson arrived on schedule and all are doing fine!)*

Fantasy job
Is being a wealthy retired athlete a job? I guess not, so maybe a rock star.

Favorite celebrity encounter
Meeting Patriots football team head coach Bill Belichick at one of the IDC events a couple years ago.

Favorite vacation spot?
Las Vegas — been going there every year to watch the Super Bowl since I turned 21.

Manager's profile
"Peter is enthusiastic, energetic and a great professional team member. He gets things done more quickly than you'd think possible. He knows when to play and when to work and most often leaves you laughing with a quick, pithy comment or question. People like to work with him and for him, and I really feel lucky to have him working for me."

— *Suzanne Woodruff, CFM, IDC vice president, Facility Operations*

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Brian Carlson *IDG Enterprise*
Matt Goebel *IDG Enterprise*
Karsten Linde *IDG Business Media*
Martin Meyer-Gossner *IDG Global Solutions*
Sebastian Nissen *IDG Business Media*
Anh Truong *IDG ASEAN*

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IDG World Update

13 DECEMBER 2010
VOLUME 40, NUMBER 42

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG Germany's Best Practice Awards honor employees

Staff members recognized for 'enormous contributions' to innovative projects

*Accepting the awards on behalf of their teams at this year's Best Practice Awards were (l-r): **Sascha Alexander**, editor-in-chief, CFOworld; **Sven Langenfeld**, manager, crossmedia sales, ChannelPartner; **Ulrich von Kapff**, senior key account manager, PC-Welt; **Marlene Buschbeck-Idlachemi**, deputy editor-in-chief of Macwelt; and **Sandra Holleber**, senior key account manager, IDG Business Media. Standing in the back row, IDG Communications Media President and CEO **York Von Heimburg** and Macwelt Editor-in-chief **Sebastian Hirsch**.*

More than 250 colleagues gathered to honor the achievements of five teams of employees at IDG Germany's third annual Best Practice Awards last month. Designed to recognize "the enormous contributions of our employees in developing innovative new projects every day, these awards are meant to make sure that attention is paid to those who might not always be in the spotlight but who absolutely deserve to be there," said **Andre Horn**, publishing chief at IDG Entertainment.

Employees are encouraged to submit their projects for consideration in the annual awards program at any point during the fiscal year. All projects submitted must have "gone live" during the same fiscal year, Horn said. Beyond that, the judges, who are staff members from IDG Germany's individual business units (IDG Business Media, IDG Magazine Media, IDG Entertainment Media and IDG TechNetwork), the company's works council and members of the board, consider various criteria including a given project's financial success, contribu-

continued on page 4

GamePro seeks unique niche for Culture Club podcasts

GamePro's weekly Culture Club podcasts (www.gamepro.com/news/all/all/all/-/1/podcast/) are finding a gaming industry niche by celebrating the industry's niches. Launched in May, the podcasts cover "the space around video games, rather than directly discussing a single game or game mode as most other podcasts tend to do," said GamePro News Editor **AJ Glasser,** who creates the podcasts.

To date Culture Club podcasts have discussed video game novelizations (complete with dramatic readings); video game music, both within games and that created by musicians to honor their favorite games; how horror is crafted into interactive media; and video game-themed cocktails. "In upcoming shows, we hope to discuss gaming with your parents, video game-themed tattoos and the new 'Tron' film and its sequel video game, Tron: Evolution," Glasser said.

Nearly all of GamePro's competitors feature video game-related podcasts, according to Glasser. "Culture Club differs sharply in that it's shorter and covers non-traditional topics related to video game culture.

IDG WORLD UPDATE

*GamePro News Editor **AJ Glasser** records a podcast.*

I'm also pretty determined to prevent Culture Club from mimicking the 'four talking heads making jokes for an hour' formula made popular by 1up.com. I'd rather trade on community interest in the topic than on the chemistry of the talking heads."

continued on page 5

Inside this issue

PC World Latin America Awards event marks 15th anniversary of title *page 2*

CIO Germany launches annual IT almanac via Amazon, iPad app *page 2*

One on one: IDC President & CEO Kirk Campbell *page 3*

Macworld Mobile Conference debuts in Hong Kong *page 4*

PCWorld | Macworld annual employee awards *page 7*

Celebrating 10: IDC's Jim Nagle *page 8*

PC World Latin America Awards event marks 15th anniversary of title

***Trino Ramos**, publisher of PC World en Español, presents the Product of the Year Award to Hui Chin Im, director of marketing communications for LG Latin America.*

The 12th edition of the PC World Latin America Awards' Grand Gala burnished its reputation as a must-attend event for presidents, VPs and other high-level executives from IT companies and agencies doing business in Latin America.

The Nov. 11 event in Miami, organized and executed by the Hispanic American Publishing Group, one of IDG's publishing partners for the region, included a record number of attendees (130) and honored companies (38). The participants also celebrated the 15th anniversary of the first issue of PC World Latin America, which rolled off the presses on May 2, 1995.

"In our fast-paced IT industry, reaching the 15-year mark means a lot," said **Trino Ramos**, president of the Hispanic American Publishing Group and publisher of PC World en Español. "It represents solidity, stability, structure, projection, quality, commitment. We are proud of that achievement, and following the principle that 'to honor others is the best manner of receiving honor,' we decided to honor the best of you tonight," Ramos told the crowd.

IT companies nominated their products and services in 30 categories, and judges from the PC World Latin America editorial teams selected the winners.

In addition, four companies received special awards. Blackberry Messenger earned The People's Choice Award, as voted by pcworldenespanol.com readers. They chose from five of the most popular products of the year as determined by PC World en Español staff.

The Digital World Award, chosen by the editors to honor a company that has advanced the quality of the digital world in consumers' daily life, went to Samsung Electronics Latin America.

The Product of the Year, selected by editors, went to the LG LED 3D TV for second year in a row; and Panasonic Latin America received the PC World Latin America Green Award for its commitment to reducing its carbon footprint.

PC World en Español is distributed in Argentina, Colombia, Chile, Panamá, Perú, Venezuela, Costa Rica, El Salvador, Honduras, Nicaragua and the Dominican Republic.

The Hispanic American Publishing Group is also affiliated with PC World titles in Ecuador and Mexico.

Write to Trino Ramos at trino_ramos@idglat.com.

CIO Germany launches annual IT almanac via Amazon, iPad app

CIO
IT-STRATEGIE FÜR MANAGER
www.cio.de

*Senior Key Account Manager **Thomas Friedl** (l) and CIO Content Manager **René Schmöl** hold up a copy of CIO's IT almanac. Following the book's publication, one client ordered an additional 800 copies including a bellyband ad bringing in an additional 12,000 euros ($15,977).*

CIO Germany last month launched its first IT almanac, a 200-page resource guide offering facts and figures regarding the 10 leading companies in 13 industrial sectors of Germany's IT market. "The IT Facts about Germany's Greatest Companies" is available from Amazon as both a hardbound book and a PDF file from CIO's iPad Newsstand App and in CIO's online store. The book sells for 39 euros (US$51.90) and the PDF version is 19 euros ($25.30).

CIO
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Deutschlands
Kennzahlen, Entscheider und Berater 2011
Die IT-Fakten der größten Unternehmen Deutschlands
IDG

Just three weeks after its release, Amazon sales totaled more than 5,000 euros (US$6,660) and the PDF version had brought in 3,000 euros ($3,990), according to **Thomas Friedl**, senior key account manager at IDG Business Media. The book also contains 35,000 euros ($46,600) worth of advertising, Friedl said.

Friedl said the idea for the almanac has its roots in a very successful CIO-print supplement called CIO Consultants. With Germany's well-know business paper, "Handelsblatt" publishing an annual Consultant Guide each year, with no competition, "it became a priority for the CIO editorial department to create a sustainable source of information for decision makers within the top 500 enterprises in the German marketplace," explained **Sebastian Woerle**, associate publisher, IDG Business Media.

CIO Content Manager **René Schmöl** headed up the team of CIO editors who compiled the information contained in the book. Content will be updated annually.

Some 2,000 copies of the book were printed and it will also be sold at the company's various CIO events.

Contact Thomas Friedl at tfriedl@idgbusiness.de.

one on one

Kirk Campbell
The president & CEO of IDC is this week's columnist. Reach him at kcampbell@idc.com.

> *"The new IT Executive Programs are a series of research advisory offerings for CIOs and other senior-level IT professionals....This is the most exciting new partnership between IDC and an IDG business unit that I have seen in many years."*

Q As you look back over FY 2010, what were a few of IDC's significant accomplishments?

A First of all, we were very pleased during FY 2010 to see client demand recover nicely in just about all of IDC regions and business units and, as a result, for IDC's sales (bookings) to return to the normal growth mode. IDC ended the fiscal year with bookings growth of 8.5% compared to the prior year, which means that IDC's revenues will be growing in FY 2011.

IDC's operating profits in FY 2010 rebounded faster than our expectation due to the improvement in client orders and to tight control of expenses. IDC Worldwide ended the fiscal year with operating profits of $31 million, which was a $20 million increase from the prior recession year. All of IDC regions and business units performed very well in terms of their profit results.

We are particularly pleased by the turnaround in financial results at the IDC Insights business units that focus on providing technology research advisory services to IT buyers and industry-specific vendors. IDC started investing in the Insights business units when the first business (IDC Financial Insights) was launched in 2003 and continued to do so in subsequent years as we launched five more industry-specific businesses. FY 2010 was the first year that the IDC Insights business units achieved an operating profit. The combined business units earned $2.5 million in FY 2010 representing a $4.5 million improvement from the FY 2009 loss, which was an outstanding achievement.

Q On Nov. 1, IDC and the CIO Executive Council announced a partnership to jointly launch new IT Executive Programs. Can you summarize the new offerings, who you are targeting as customers, and who are the competitors?

A The new IT Executive Programs are a series of research advisory offerings for CIOs and other senior-level IT professionals. There are several different packages and price points that provide for increasing levels of personalization and information access. The highest level offering is the Executive Technology Advantage Program, which provides the CIO client with membership in the CIO Executive Council (CEC) and the many benefits associated with the CEC plus access to a dedicated IDC CIO research advisor, full access to relevant IDC and Insights research as well as unlimited analyst inquiry.

The new IT Executive Programs will compete most directly with Gartner's and Forrester's research and role-based programs for IT executives. Our programs also will compete to a lesser extent with the Corporate Executive Board's CIO Executive Board and their other role-based IT professionals councils which do not include technology analyst research advice and content. IDC's key differentiators vis-a-vis Gartner and Forrester are that we provide deep industry-specific technology advice, we offer the best advice on global technology best practices, and the CEC offerings are unique in the industry in terms of being the best peer-advisory resource as well as fostering the professional growth of CIOs in their careers and providing strong support for the CIO role in organizations.

I believe that the benefits of this new partnership between IDC and the CEC are enormous for both organizations. First of all, the two brands, IDC and CIO, are unique and highly valued in the technology world and, by working together via this partnership, both companies can provide our IT professional clients with a much more attractive and broader offering than we could operating separately. This new partnership means that both IDC and the CEC will be able to grow their respective businesses with CIOs and senior leaders much faster in future. Both IDC and the CEC immediately have access to more sales resources both in the U.S. and in the all-important growing international markets. This is the most exciting new partnership between IDC and an IDG business unit that I have seen in many years.

The initial reaction to the IT Executive Programs from CIO clients and prospects has been excellent. In November we sold our first IT Executive Program, and the pipeline looks very encouraging in future months.

Q What did you hear from clients in terms of their major requests for IDC at your recent global client advisory meetings?

A IDC invited 120 of its best clients to attend the annual Global Research Advisory Council (GRAC) conferences that took place in Boston and San Francisco in October. The feedback from clients can be summarized into four major requests to IDC:

- More and deeper research on key growth opportunities including cloud computing, mobile technologies and solutions, emerging markets and industry solutions.

- Provide a holistic view of IT industry transformations. Clients are interested in a "macro" view of how disruptive technologies, emerging customer segments and new business models will change the technology industry.

continued on page 5

Macworld Mobile Conference debuts in Hong Kong

More than 120 developers turned out for IDG World Expo's inaugural Macworld Mobile Conference held in conjunction with the GSMA (Groupe Speciale Mobile Association) Mobile Asia Congress in Hong Kong last month.

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ent Sponsor
App Planet
Macworld MOBILE
Auditorium 2 (Hall 3F)

(L-R): David Payne, GSMA; Sally Gurney, GSMA; Erich Hermanns, GSMA; ***Paul Kent****, VP & general manager, IDG World Expo;* ***Mary Dolaher****, CEO, World Expo; Donna Ciarlo, GSMA; John Hoffman, GSMA; Natalie Lui, GSMA;* ***Kathy Moran****, senior conference/programs manager,*

The conference, targeted at iOS developers involved in developing apps for the Apple iPhone and iPad, represented the first time that the GSMA Mobile Congress has included Apple developers in its target audience.

Speakers included Nathan Eror, principal instructor, Free Time Sudios, who spoke about Using Core Animation to Build Attractive Interfaces; Kendall Gelner, president of KiGi Software, who talked about XCode Customization; Erwan Mace, CEO of Bitsmedia, talked about In-App Purchases and Kyle Richter, CEO and founder of Dragon Forged Software, presented on Game Center/Beyond Games. Journalists Nobuyuki Hayashi and Junya Ishino discussed social media opportunities for iOS developers amd Dave Wiskus, chief creative officer, Double Encore, discussed improving the usability and appeal of apps.

IDG World Expo will produce a second Macworld Mobile conference in conjunction with the GSMA Mobile Congress slated for February 17, 2011, in Barcelona, Spain. The Barcelona conference will focus more on the business development aspect of the market.

"We're excited to bring Macworld Mobile to both Mobile Asia Congress and Mobile World Congress," said **Mary Dolaher**, chief executive officer of IDG World Expo. "Macworld is already well known for helping to drive and stimulate the Apple products community with educational programs and business development activities. The fact that we are continuing to extend the Macworld brand globally is a reflection of its continuing strength and success."

For more information, contact Kathy Moran, senior manager, conference and programs, at kmoran@idgworldexpo.com.

IDG Germany

continued from page 1

tion to IDG's public image, boost in audience reach, level of innovation and potential for additional business that might be generated "on top" of the original project, Horn said. This year, 20 projects were submitted for consideration and 10 were put on the short list.

The top winner of last year's Best Practice Award, Macwelt/iPhone-Welt/iPad-Welt Editor-in-chief **Sebastian Hirsch** (who was honored for his work on the XL-Issues from Macwelt and iPhone-Welt), moderated this year's program, and introduced each of the five winning teams. The leader of each team was invited to the stage where he or she outlined the project for the assembled crowd.

This year's winners included:

- The Macwelt Kiosk App, presented by **Marlene Buschbeck-Idlachemi**, deputy editor-in-chief of Macwelt.
- The Microsoft BIEB (Because It's Everybody's Business) campaign, introduced by Senior Key Account Manager **Sandra Holleber**.
- A virtual product presentation for the RIM Storm2 smart phone on pcwelt.de, presented by **Ulrich von Kapff**, senior key account manager.
- The Company Scout and Store-Finder utility on the ChannelPartner website, demonstrated by **Sven Langenfeld**, manager crossmedia sales.
- The CFOworld media brand, which launched as a website in October 2009 and began publishing a companion print magazine in March 2010, discussed by **Sascha Alexander**, editor-in-chief, CFOworld.

CFOworld has proved a profitable brand from the beginning, Alexander noted, and has currently expanded to four other IDG business units including IDG Sweden, IDG Australia, IDG Czech and IDG Poland. CFOworld received an additional honor, earning the Winner of Hearts award as voted on by the entire IDG Germany staff.

The teams responsible for the five winning projects will celebrate their achievements next May on a rafting trip on the River Isar in Bavaria.

For more information about the Best Practices Awards contact Andre Horn at ahorn@idgmedia.de.

Culture Club podcast

continued from page 1

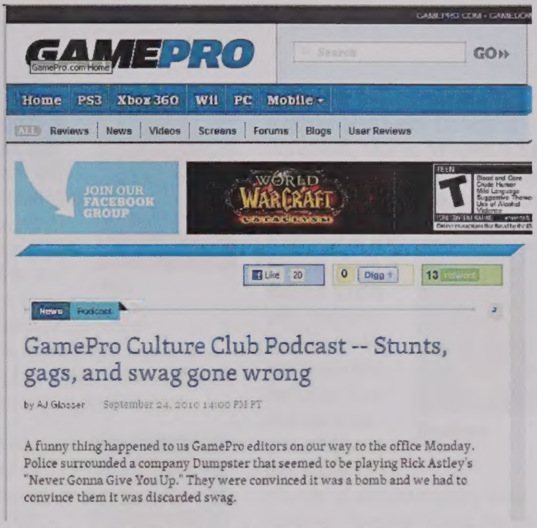
Culture Club podcasts run between 20 and 45 minutes — "our sweet spot is about 30 minutes," Glasser said — and are posted to GamePro.com and iTunes every Friday.

Glasser said the Culture Club has been well received by the video game community "because we're different from other shows and because we take the subject matter seriously, even if it can be a bit silly." While audience response has been positive, Glasser said she receives it "mostly through word of mouth from industry folk. For example, I recently chatted with Sega of America's Creative Director Ethan Einhorn at the Nite to Unite For Kids charity event and received glowing praise for the podcast."

> *The Culture Club has been well received by the video game community "because we're different from other shows and because we take the subject matter seriously, even if it can be a bit silly."*
>
> *— AJ Glasser*

Glasser said she didn't know the download rate for Culture Club on iTunes, "but our in-page listeners on the GamePro site have grown into the thousands. Our Dead Space podcast featuring Series Art Director **Ian Milham** hit 3,342 page views." She added that as the podcasts' audience grows, "we're hoping to bring on community members as guests and invite more industry professionals to talk about personal topics. For example, Jack Buser, the director of PlayStation Home, will be joining us early next month for the Gaming with Your Parents podcast."

For podcast subject matter, Glasser said she take suggestions from GamePro staff members, her frequent co-host industry freelance reviewer Ben PerLee and industry colleagues. The podcasts are recorded in-house "as much as possible," she said, "though recently we've been experimenting with off-site recordings using a portable voice recorder." Glasser edits the audio files using Audacity, noting that the staff "can turn around a Culture Club in two hours if we're not constrained by schedule conflicts with guests or booking the podcast room."



GamePro Culture Club Podcast -- Stunts, gags, and swag gone wrong

by AJ Glasser September 24, 2010 14:00 PM PT

A funny thing happened to us GamePro editors on our way to the office Monday. Police surrounded a company Dumpster that seemed to be playing Rick Astley's "Never Gonna Give You Up." They were convinced it was a bomb and we had to convince them it was discarded swag.

Most Culture Club podcasts run between 20 and 45 minutes and are posted to GamePro.com and iTunes every Friday.

Glasser relies on help from a number of GamePro staffers. Associate Editor **Dave Rudden** and Senior Editor **Patrick Shaw** are frequent contributors ("Dave even takes over hosting duties when I'm out of the office," Glasser said), and Assistant Editors **Will Herring** and **Andy Burt** and Senior Editor **Tae Kim** have all been recurring guests on the podcasts. Glasser said she has recently recruited the GamePro design team of Art Director **Karen Chu**, Senior Graphic Designer **Andrew Yang** and Associate Designer **Will Chu** for podcasts that match their interests. "However," Glasser said, "We're hoping to increase the guests-to-us ratio to 1:3."

To date, GamePro has not done a Culture Club podcast from a gaming trade show, although trade shows have been covered within some podcasts, "as many of these shows — Penny Arcade Expo, California Extreme, Comic Con, etc. — are firmly in the 'culture' category," Glasser said. "We're currently planning our 2011 season to include on-site podcasting from some of these locations."

Culture Club podcasts do not run on-air ads and are currently not monetized beyond GamePro.com ad space.

For more information contact AJ Glasser at aj_glasser@gamepro.com.

One on one

continued from page 3

- Improved transparency, analysis and delivery of IDC forecasts. Better document the IDC forecast process, including how key assumptions and survey research drive the forecasts.
- Keep improving the ability to find and use relevant IDC data and research. Improve the searchability of IDC content across delivery platforms as well as improve the usability of IDC's online quarterly Tracker tools.

IDC's research and technology management teams are now working to implement improvements in upcoming months in all four of these critical topic areas so that we can report back to our clients next year on our progress in responding to their feedback. Every year the IDC GRAC provides IDC management with invaluable suggestions that we use to improve our product and service offerings and enhance customer satisfaction.

noteworthy people

New employees

Granados

Adrienne Granados joins the **CIO Executive Council** as events program manager. She was previously associate vice president of programs with the Greater Boston Chamber of Commerce. A graduate of Boston's Emerson College, she holds a B.S. in marketing communications. In her free time she enjoys working out, travel and volunteering with the Big Sisters Association of Boston. *agranados@cio.com*

The **CIO Executive Council** has also hired **Thomas McDonald** as a customer relationship manager; he was previously a program manager with Market-One International. A graduate of Boston's Northeastern University, he holds a B.S. in business administration with a concentration in marketing. Away from the office he enjoys basketball. *tmcdonald@cio.com*

Previously a senior sales representative with Akibia, Inc., Regional Director **Eric Rubenstein** has joined the **CIO Executive Council**. He earned a B.S. in marketing from the University of Florida/Gainesville. ERic enjoys music, cooking, "parenting my son Max, 4, and following most [Florida] Gators athletics with a keen eye." *erubenstein@cio.com*

The **CIO Executive Council** also welcomes **Sherri White**, client relationship manager with the Council's Pathways program. She previously worked for the state of Maine's Department of Marine Resources as a commercial landings agent. She holds a B.S. in marine biology and environmental science from the University of New England in Biddeford, Maine. *swhite@cio.com*

Warrensford

IDG's **Corporate Services Group** has hired **Hack Warrensford** as a systems administrator. He was previously network administrator with Phoenix Media/Communications Group. He holds an associate's degree in applied science degree in computer networking operations from Katherine Gibbs College in Boston. Away from the office, he enjoys cooking, golf, bowling and adding to his "massive Star Wars collection." *hack_warrensford@idg.com*

New with **IDC Framingham**'s Insights group is Sales Representative **David Ross**, who will be responsible for supporting end-user sales efforts across all the vertical Insights group except Financial Services. He was previously a channel marketing leader with DYMO/Mimio. He has attended Boston's Northeast School of Broadcasting, Framingham State College and MassBay Community College and is currently working toward a degree in business management. In his free time he enjoys ice hockey, basketball and mountain biking. *dross@idc.com*

IDC Singapore has hired **Kerstin Baxter** as program director, Channels Research. Before coming to IDC she worked for Hitachi Data Systems as volume channels director and at Microsoft Australia in a variety of sales roles. She earned a B.S. in mathematics and computer science at Simon Fraser University in Burnaby, British Columbia and an M.S. in mathematics from the University of Waterloo in Ontario. *kbaxter@idc.com*

Xin Yuping is **IDC Singapore**'s new research manager focusing on the enterprise server and storage markets in Australia and New Zealand; she is currently based in Sydney and will relocate to Singapore. Before joining IDC she worked in China for VMware, Novell and Red Flag. A recent graduate of the Australian Graduate School of Management at the University of New South Wales, she also holds a B.S. in engineering management and computer science. In her free time she enjoys swimming and hiking. *yxin@idc.com*

Yan

Yili Yan joins **IDC Framingham**'s Vertical Market Insights group as a research analyst. He was previously an equity research analyst with Leixon Management and has been an intern with HCBS Shanghai and Standard Chartered Bank. He holds an M.S. in finance from Bentley College in Waltham, Mass., and enjoys basketball, volunteer work and reading. *yyan@idc.com*

PETER SHORT

Bees

Previously director of strategic marketing products with Buyers Laboratory, Inc., **Jonathan Bees** joins **IDC Framingham**'s Document Imaging and Solutions and SMB division as research director. A graduate of Colby College in Waterville, Maine, he holds a B.A. in English. Away from his desk he enjoys basketball. *jbees@idc.com*

PETER SHORT

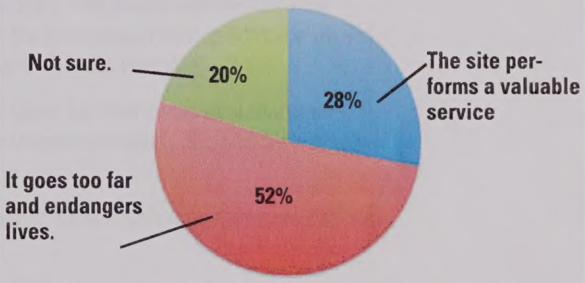
Brothers

Also new at **IDC Framingham** is **Robert Brothers**, program director for the Hardware and Software Support Services group. He was previously director of service delivery with Endeavor Services Group. He holds a B.S. in marketing from Boston's Northeastern University and enjoys fishing, skiing and travel. *rbrothers@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

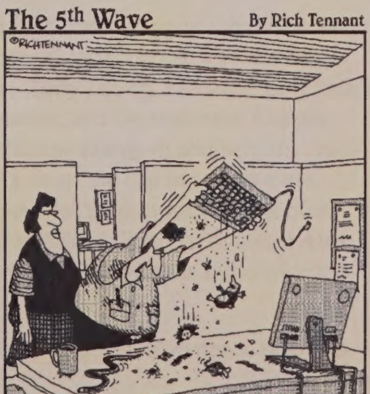
Question of the Week results for Dec. 6

What's your take on WikiLeaks?



Log on to www.idgcentral.com to vote on this week's question:
Given one free trip to the past in a time machine, I would...

Latest cartoon caption ends Dec. 21



Create a brief caption for this cartoon (link to it on the home page of IDG Central) and post your caption in the Comments section, or send it to world_update@idg.com.

The deadline is Dec. 21. Prizes to the winner and honnorable mention contributors.

Good luck!

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28

Rick Ciliberto *IDG Enterprise*

23

Mary Lester *IDG Enterprise*
Karen Timons *IDC*

22

Mary Ann Doolin *IDG List Services*

21

Carolyn Marsan *Network World*

20

Seanna Maguire *IDC*

19

Mar Cabañas Aguado *IDG Spain*
Kim Kristen *IDG*

16

Michelle Vittori *IDG Enterprise*
Joan Olson *IDG Enterprise*
Peter Mayer *IDG TechNetwork*
Neal Weinberg *Network World*

14

Kim Saccio-Kent *PCWorld*
Diane Bobbitt *IDG*
Tehmasp Parekh *IDC Australia*

12

Laura Hilliard *IDG Global Solutions*

11

John Cooney III *IDG*
Bozena Statkiewicz *IDG Poland*

10

Kevin Kane *IDC*
Alexander Motsenigos *IDC*
Paul Lyzun *IDC*
Danielle Williams *IDC Nordic/Denmark*
Rolf Eirik Ringdal *IDG Norway*

8

Ron Moreau *IDG World Expo*
Rishi Ghai *IDC Australia*
In-Q Han *IDC Korea*
Bo Lykkegaard *IDC Nordic/Denmark*

7

Jackie Dove *Mac Publishing*

6

Diane Frank *CXO Media*
Amit Gupta *IDC Singapore*

5

Dariusz Mlotkowski *IDG Poland*
Christopher Real *IDC Mexico*
Joseph Pucciarelli *IDC*

4

Dickie Chang *IDC Taiwan*
Dorota Kuczek *IDG Poland*
Monika Slusarska *IDG Poland*
Lech Waznyski *IDG Poland*
Tatiana Americano *Now!Digital Business*
Tomoko Akagi *IDC Japan*
Trine Børve *IDC Nordic/Denmark*
Randi Nyström *IDG Norway*

3

Sally Taylor *IDC Australia*
Lynn Vuong *IDC Australia*
Carmen Chen *IDC Hong Kong*
Daniel Odell *IDG Sweden*
Caroline Dubber *IDG Global Solutions*
Mona Nymo *IDG Norway*

2

Bibi Yengkokpam *IDC Center for Consultancy and Research/India*
Oana Botezat *IDG Netherlands*
Birgitta Tängnander *IDC Nordic/Sweden*

1

Tim Lavigne *IDG List Services*
Joab Jackson *IDG News Service*
Maytal Figelman *IDG TechNetwork*
Jon Mota *IDG TechNetwork*
Chris Catalano *InfoWorld Media*
Hidy Hau Yee Ho *IDC Hong Kong*
Byoung-Jik Lee *IDC Korea*

Any business unit may submit anniversary information to world_update@idg.com.

PCWorld | Macworld recognizes outstanding contributions

*Front row (l-r): Manager, Benchmark Development **James Motch**; Development Analyst **Thomas Luong**; and Development Analyst **William Wang**. Middle row: Senior Software Developer **Christian McKeegan**; Senior Lab Manager/Macworld Lab Director **Jim Galbraith**; and Lab Manager **Tony Leung**. Back row: Editor **Ed Albro**; Marketing Manager **Jim Hopkins**; Social Media Coordinator **Toni Panayotov**; and Macworld Senior Associate Editor **Heather Kelly**.*

The winners of PCWorld|Macworld's Annual Employee Awards each received US$1,000 and a commemorative plaque (the winner of the Infectious Positive Attitude award was also given a six-pack of India Pale Ale).

Employees were nominated by their peers and managers, and the PCW | MW management team decided on the winners. They are:

Rookie of the Year Award: Senior Software Developer **Christian McKeegan**

Make It Happen Award: Marketing Manager **Jim Hopkins**

Infectious Positive Attitude Award: Macworld Senior Associate Editor **Heather Kelly**

Innovation Award: Social Media Coordinator **Toni Panayotov**

Leadership Award: The PCWorld|Macworld Lab (Editor **Ed Albro**; Senior Lab Manager/Macworld Lab Director **Jim Galbraith**; Lab Manager **Tony Leung**; Manager, Benchmark Development **James Motch**; and Development Analysts **Thomas Luong** and **William Wang**. In addition, the management team added "a tip of the cap to several members of the Labs who were not present for the bulk of this year, but also deserve a mention": Editorial Assistant **Alex Wawro**, Lab Intern **Armando Rodriguez** and contractor **Patrick Waters**.

For a description of each winner's achievements, read this article on IDG Central.

celebrating 10!

Name
Jim Nagle

Home
Westwood, Mass.

Joined IDC
May 1999

Career path
My career at IDC began in the IT Advisor group where we sold to end users. After that I moved to Volume Sales and then the Industry Major Accounts group. Currently, I am selling IDC products to Enterprise Major Accounts.

Latest accomplishment
Read "Walden" by Thoreau.

Funny work moment?
Occasionally someone will call IDC who has no idea what we do. I once received a call from someone asking me if we knew how many stadiums there are in the world that can hold 80,000 people. I always joke that I should've immediately said "23" and hung up. I also once spoke with someone who wanted to know where to put a satellite dish on his property.

I joined IDC because
I heard it was a great company and well respected.

What's kept you at IDC for 10 years?
The people and the culture.

Best way someone could compliment you on your work
Tell me that I exceeded their expectations.

Best compliment you've ever received on your work?
I was given an award by Intel for my proactive and insightful support.

Interests outside the office
My family, traveling, exercise, reading and getting together with friends.

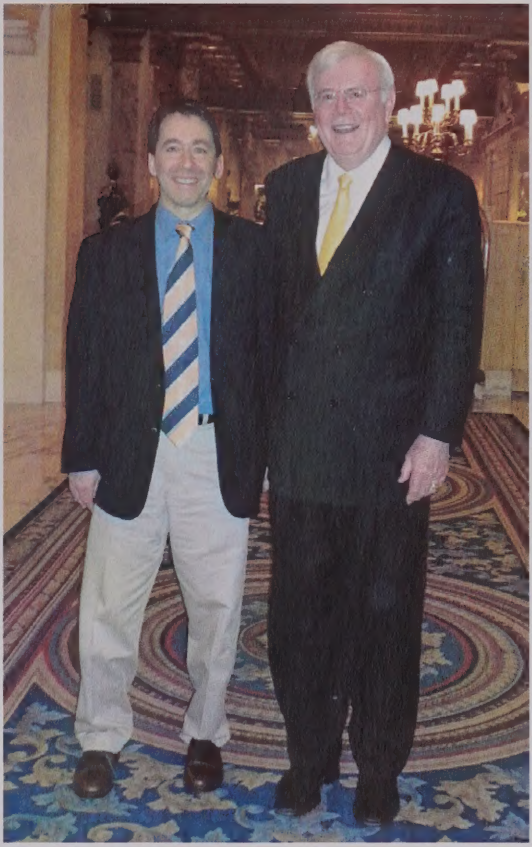
Family
My wife Cheryl and I have three children: Julia, 20; Erica, 17; and Ben, 12.

Fantasy job
An artist working in my own studio.

First job?
A children's and women's clothing shop, unloading trucks, sorting hangers, putting together boxes.

What it taught you?
College is a good idea.

Your idea of a perfect day alone?
I don't remember.



*IDC's **Jim Nagle** (l) was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating his 10 years of service to the company.*

What you prize above all else
My wife and children.

Your last meal would be
Shrimp, oysters, scallops and a full raw bar. Heck, since it's my last meal you don't even have to store the food at the proper temperature.

Manager's profile
"Jim is a key member of the Enterprise Majors Group and my team. He is one of the most dependable people I have ever worked with, I always know he will get the job done. He is proactive and clients are very complimentary of his work and timely follow-up. Jim has excellent relationships with IDC analysts and is able to get them deeply involved with inquiries, opportunities and issues that come up. We are lucky to have him on the team!"

—Missy Martin, associate vice president
Enterprise Accounts, IDC

Check your My Profile page

Click on the My Profile link on the home page of IDG Central, and take a look at several customization choices. You can change the password you currently have for IDG Central, add a profile photo and biographical info, invite colleagues to be part of your IDG Central network, join a discussion group and add a post in the "What are you working on?" feed.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Kirk Campbell *IDC*
Thomas Friedl *IDG Germany*
AJ Glasser *GamePro*
Monika Kukulj *IDG Germany*
Kathy Moran *IDG World Expo*
Trino Ramos *Hispanic American Publishing Group*
Sebastian Woerle *IDG Germany*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

20 DECEMBER 2010
VOLUME 40, NUMBER 43

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Inside this issue

Bianca Bruhn to succeed Per Andersen as managing director of IDC Nordic *page 2*

IIAR honors IDC and Chris Barnard *page 2*

HP recognizes IDC Connect's Bob Johnson with "rock star" award *page 2*

One on one: IDC SVP/Chief Analyst Frank Gens unveils predictions *page 3*

In memoriam: Tom Monahan *page 5*

Celebrating 10: IDG Australia's Ian Sharp *page 8*

Achievement Awards recognize top results in FY10

The following IDG business units received the FY10 Chairman's Achievement Awards. Winners receive an engraved silver plate and a personal note from IDG Chairman Pat McGovern.

Highest total company profit margin

Winner: CXO Media (U.S.) — 21.2%

Runners-up:

InfoWorld (U.S) — 19.7%

PCWorld (U.S.) — 14.7%

IDG Australia — 13.9%

***Mike Friedenberg**, president & CEO, IDG Enterprise*

Greatest increase in total company profit margin

Winner: CXO Media (U.S.) — 10.5%

Runners-up:

IDG U.K. — 7.0%

IDC — 6.7%

IDG Poland — 5.8%

Highest percentage increase in online revenue

Winner: IDG Switzerland — 84.3%

Runners-up:

IDG India — 83.1%

IDG U.K. — 48.7%

IDG Netherlands — 47.9%

***Michael Hermann**, country manager, IDG Switzerland*

Highest percentage increase in page views

Winner: IDG Sweden, CIO online — 861%

Runners-up:

IDG Sweden, Internet World online — 470%

IDG Japan, CIO Online — 314%

IDG Sweden, IT Branschen online — 271%

Highest percentage increase in unique visitors

Winner: IDG Hungary, Computerworld online: 452%

Runners-up:

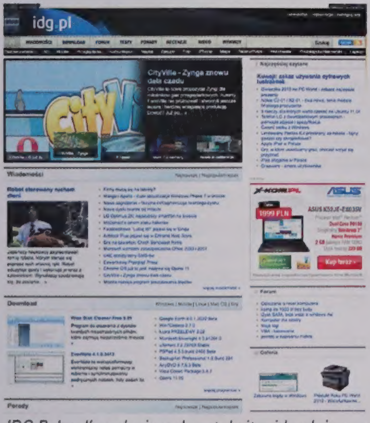
IDG Hungary, PC World online — 308%

IDG Spain, CSO online — 248%

continued on page 7

IDG Poland site redesign targets revenue, efficiency

IDG Poland has taken the wraps off of the first major overhaul of its website since it was launched in 1999 and simultaneously redesigned a mobile version of the site complete with an advertising campaign from Poland's largest auction website, Allegro.pl.



IDG Poland's redesigned portal site, idg.pl, is now much easier for users to navigate.

Idg.pl is the country's leading computer- and IT-related site. It contains original content created by the online editorial staff as well as most of the content created by staff from IDG Poland's publications including PC World, ComputerWorld, Kino Full HD and NetWorld and various tech sites including pcworld.pl, computerworld.pl, networld.pl, cxo.pl and internetstandard.pl. Idg.pl also serves as an information hub redirecting its visitors to other IDG Poland sites and services.

To make it easier and faster for users to find the information they are looking for, the site has been subdivided into three new sites called "flavors": idg.pl, for technology users; biznes.idg.pl for

continued on page 4

New country manager appointed at IDG Poland

Piotr Wtulich, whose professional background includes more than a decade of strategic and operational management and e-commerce experience at Bertelsmann Media, has been named country manager for IDG Poland. He succeeds General Manager **Kazimierz Szot**, who has led the business unit since 1992 and will now be evaluating venture capital opportunities in Poland and Eastern Europe that may be of interest to IDG Ventures.

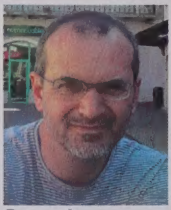
Wtulich

"Piotr has a host of relevant experiences for his new role at IDG," said IDG VP/International Finance **Keith Arnot**, who led the search team. "His core skills include working with international corporations, excellence in marketing and success as a team leader and project manager."

continued on page 4

IIAR honors IDC and Chris Barnard

IDC's **Chris Barnard**, research director for the EMEA Telecoms and Networking group, has been voted the Institute of Industry Analyst Relations (IIAR) Telecoms Analyst of the Year 2010. In addition, IIAR voted IDC as the Analyst Firm of the Year in the Telecoms segment.


Barnard

The IIAR is a non-profit organization whose mission is to enhance the awareness, image and practice of the analyst relations profession globally. The group conducts an annual survey among analyst relations professionals to identify the market's the best firms and analysts. IIAR said that year's awards, based on the votes of over 150 participants — the largest survey ever — reflect a significant change from previous winners and demonstrate that in a year of monetary uncertainty more confidence has been placed in the large international houses compared to the regional boutiques.

Write to cbarnard@idc.com. For more on the awards go to http://analystrelations.org/2010/12/15/2010-analyst-of-the-year/.

HP recognizes IDC Connect's Bob Johnson with 'rock star' award

IDG Connect's long-time working relationship with HP is a case study in how a client can take advantage of a range of Connect's content optimization services. Almost a year ago, the work started with a content assessment, blossomed into a web site assessment of hp.com and spurred HP to hire IDG Connect to help lead its Global Content summit with creation of a content framework, research and teaching the seven principals of content optimization.

K PHOTOGRAPHIE

Johnson

Cross-organizational adoption led to new projects in mapping the navigation methods buyers will use on a new hp.com site, testing messaging on a global basis and defining the topics and needs that buyers want insight on by buying stage and content type. Recently, Anne Anderson, director of HP's Enterprise Business Web Center of Excellence, recognized IDG Connect VP/Principal Analyst **Bob Johnson**, who runs the group's Content Optimization Practice, with one of HP's "RockStar" awards. Generally a quarterly internal HP award, it has been given out only a handful of times to individuals outside the company.

"IDG Connect, Bob Johnson in particular, has been critical in providing strategic guidance and the necessary supporting data around what content our different audience types require at different stages of their decision making," she said. "We are truly grateful to Bob and IDG for all the leadership and commitment to our company's success."

Write to bob_johnson@idgconnect.com.

Pick a user-friendly IDG Central password

Did you know you can change your auto-generated IDG Central password? Click on the My Profile link on the home page of www.idgcentral.com. Then click on the Change Password link on the right side of the page and follow the prompts.

Bianca Bruhn to succeed Per Andersen as managing director of IDC Nordic

IDC President & CEO **Kirk Campbell** announced last week that **Bianca Bruhn**, presently group VP and general manager for IDC's EMEA events and go-to-market business, will succeed **Per Andersen** as managing director for IDC Nordic.

Bruhn

Andersen, who will be joining a leading IT services company, joined IDC in 1990 as a Nordic server market analyst. Shortly thereafter he was assigned to start up IDC's new European Unix and Client/Server Centre, publishing market research studies on the European market for IT vendors and users. The program won an award for being the most profitable research program in Europe. During the mid-1990s Andersen started up both the Client/Server market research program, as well as the Internet market research program in Europe. In 1996 he was appointed manager of the European Software group, which he ran until 2006, and managing director of IDC Nordic, which under his management grew substantially.

"On behalf of IDC, I would like to recognize Per and thank him for a long and illustrious period of service," Campbell said.

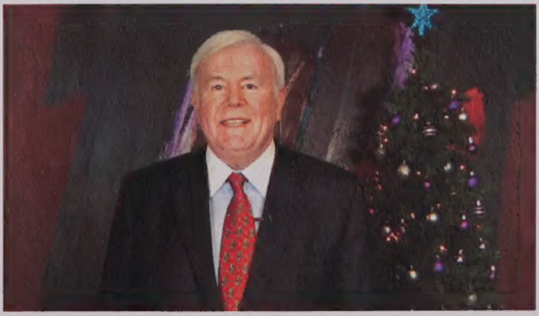
Bruhn, who began her career at IDC Nordic 12 years ago as an account manager, will retain her current responsibilities while taking on her new role. She has recently returned to Copenhagen after 10 years of working internationally for IDC Asia Pacific, North America and EMEA, having been based in San Francisco, Milan and London. "Under Bianca's leadership, IDC Nordic will continue to build its local business, with increasing integration and leverage of our large EMEA and global research teams," Campbell said. "Bianca's experience throughout the IDC global network will enable her to draw upon the resources of IDC for the benefit of the local market."

Bruhn will begin her new duties April 1, 2011, following her maternity leave. In the interim, **Graeme Muller**, managing director/Strategic Development for IDC's Northern Europe region and based in Amsterdam, will be acting managing director and plans to spend time in the Nordic country offices.

"Bianca and I are excited to be able to pick up the Nordic business from where Per Andersen has built it up to and take it to the next level," Muller said. "Our initial priorities will be to engage heavily with the market, visiting customers and prospects to introduce them to the broader IDC — not only local research and consulting but also integrated marketing services, customized data models, industry Insights and end-user advisory. We both love to sell, so there are fun times ahead."

Write to bbruhn@idc.com or gmuller@idc.com.

Happy Holidays


Be sure to visit IDG Central this week to watch IDG Chairman ***Pat McGovern's*** *annual holiday greeting to employees worldwide.*

one on one the interview

Frank Gens
IDC's SVP and chief analyst is this week's columnist. Reach him at fgens@idc.com.

IDG World Update asked IDC's Frank Gens to provide an overview and some insight into IDC's IT Industry Predictions for 2011.

For most people, December is the holiday (and shopping!) season, but at IDC it's "predictions season." Here's a quick look into the IDC global analyst team's crystal ball for the coming year in the IT industry.

The big story in 2011 is that a select group of disruptive technologies — cloud services, mobile devices and apps, broadband connectivity, social networking, and "big data" analytics — will finally move beyond "early adopter" status, maturing and coalescing into a "new mainstream platform for growth" for the IT industry itself and for the industries it serves.

The last time we saw this fundamental a change in the industry's core, was in 1986, as – five years after the introduction of the IBM PC — the industry finally stop debating about how important the PC would be, and began to radically reconfigure the entire industry around it. And we know what happened then: newer vendors like Microsoft and Dell rose to power, some established vendors like IBM had near-death experiences but survived and thrived, and — of course — many vendors never really climbed onto the new platform, and they slowly faded from view.

How will this new growth platform develop in 2011, and which vendors will thrive? Here are just a few of our predictions, starting — as always — with our prediction for overall IT industry growth.

Worldwide IT spending will grow 5.7%. We see this as a solid year of continuing recovery for the IT industry, and a stable backdrop for the profound shifts we'll see toward the new mainstream IT environment. Emerging markets will account for 27% of worldwide IT spending and 54% of all new growth in 2011, becoming a core part of the new mainstream. But emerging markets will not just drive new spending growth, they'll also drive disruptive new design points for the whole industry. For example, emerging markets in 2011 will drive new low-end smart phone offerings — a potentially major threat to Apple. (The rising importance of emerging markets should be a great benefit to us at IDG, given our advantaged position in so many of these countries.)

Public and private clouds will drive 15% of IT spending, growing at four to five times the rate of the IT market overall, as cloud services move from early adopter status to becoming a core part of the industry's applications and service delivery model.

Applications in the cloud will be a core of the new mainstream, as — in 2011 — 80% of new software offerings will be available as cloud services; by 2014, over one-third of software purchases will be via the cloud — Microsoft, Salesforce.com, Google, IBM and others who battle to create the largest business cloud apps marketplace will have a chance to become "the next Microsoft."

Cloud and traditional service providers will be an even more strategic IT customer segment in the new mainstream — in 2011, they will account for 12% of IT infrastructure spending, growing to 20% by 2014 — Vendors who are not focused on service providers as strategic customers will be boxed out of growth; they'll also miss key architectural shifts driven by service providers' extreme workload demands.

Mobile devices are becoming the most strategic end-user real estate in the IT industry. Of the 2.1 billion people connecting regularly to the Internet in 2011, about one-half of them will connect through mobile devices that are not PCs. In 2011, 330 million smart phones and over 42 million media tablets will be sold. In 2011, these app-capable, non-PC devices will outship PCs for the first time — and there'll be no turning back. Over 1 million mobile apps will be available on Apple's iTunes Store and Google's Android Market collectively, and people download over 25 billion of these apps.

The "Digital Universe" of information and content will expand by almost 50% — to almost 2 trillion gigabytes in 2011, and on its way to 7 by 2014. In 2011, we'll see some big moves from industry leaders to address data management and "big data" analytics — with radical new approaches that threaten to obsolete traditional approaches to data management.

Social networking will continue expanding from young consumers to the heart of enterprises' customer and prospect engagement processes, with spending on social software growing over 35% and being adopted by 40% of small and medium business in the U.S. by the end of 2011.

And we'll see another part of the new mainstream: many industries putting this new IT platform to work in innovative ways, in new health, retail, energy and financial services applications that are mobile, social and cloud-enabled.

2011 promises to be a rare pivot point, one that marks the beginning of the next 20-plus years of IT industry expansion. At IDG, 2011 should be a great year, since we're extremely well positioned to help our clients and user communities to figure out this new world of opportunity.

Predictions take many forms

Now in its 30th year, IDC's "predictions season" begins with the Top 10 themes for the information technology and Telecommunications industries, IDC's broadest outlook for the overall technology marketplace.

To create this document (the column at right includes just few of the Top 10 themes), Frank Gens led the 2011 IDC Predictions team, a group of 48 IDC analysts, who pooled more than 1,000 IDC analysts worldwide for their views on what the coming year holds in store for the IT industry. They narrowed the hundreds of predictions received by focusing only on those that met the following criteria: high growth, industry-wide impact and disruption (i.e., requires major structural change within companies and across the industry).

Many of the themes and predictions that aren't included in the broad Top 10 document will appear in the dozens of other, more tightly-focused predictions documents — and telebriefings — in the days and weeks ahead. Check out the full IDC Predictions document at www.idc.com/predictions2011 for more detail about what IDC expects in 2011 in other market segments.

IDG Poland site redesign

continued from page 1

business users; and fun.idg.pl for gaming, video, and gadget users.

MONIKA DYBA

*Front row l-r: **Rafał Woszczyk**, ad operations manager, **Kazimierz Szot**, general manager; and **Krzysztof Ceglinski**, IDG online director. Second row: **Krzysztof Pietrzak**, editor-in-chief; **Sebastian Ostrowski**, web developer; **Jakub Kuchnio**, editor (download section); **Ludwik Krakowiak**, senior editor. Third row: **Piotr Parafiniuk**, web developer; **Mariusz Mierzejewski**, head of development team; **Maciej Kluk**, editor; and **Jacek Glica**, web designer. Fourth row: **Robert Swiniarek**, webmaster; **Michał Majewski**, editor; download section); and **Krzysztof Pielesiek**, editor.*

"There were two objectives for the redesign," explained **Kazimierz Szot**, IDG Poland general manager. "First, we wanted to radically improve the user experience. Now, GameStar content is not mixed up with CIO content. You choose your flavor and get business, technology or entertainment content. We also plan to sell inventory o business content at 10 times higher CPMs than the rest. We estimate 30% of our inventory will qualify."

While some content appears on more than one of the sites, each site is tailored to a target group of users. **Krzysztof Ceglinski**, IDG Poland online director explained that each user receives suggestions for related content from corresponding topic centers within the flavor, while retaining the ability to switch to a higher level of navigation.

"We achieved a modern, user-friendly website that covers all IT-oriented information needs but still allows the user to get to the content he needs with just a couple of mouse clicks," Ceglinski said. "The main goal of the redesign was to increase the site's income by improving CPMs the business subdivision and creating the opportunity to display our content contextually, depending on a user's interests and likes. We believe this redesign will be highly beneficial for us, our users, and our advertisers. The new idg.pl creates growth opportunities in both usage and revenue not only for idg.pl itself but also for our other brands which will now receive more referred traffic."

Content on the three sites is sorted into various sections including news, downloads, video, tips/workshops, reviews and tests with vertical selection across products and services such as notebooks, printers, cameras, mobile devices, HDTVs, browsers, games and shopping.

"From a technical standpoint, the redesign involved transitioning from Windows server-based ASP 3.0 to PHP 5 with Zend Framework on Linux platform," noted **Mariusz Mierzejewski**, head of the development team.

IDG Poland got its users involved early on in the redesign by launching a Facebook page and inviting a group of loyal users to test the beta version of the site and provide feedback and suggestions. Staff at idg.pl received more than 2,000 feedback notes from users.

The team at IDG Poland is also launching a new customizable newsletter that will alert users to new content on the site that meets the criteria each user specifies when signing up for the newsletter.

The site features a variety of new ad formats (including wideboard, halfpage, sponsored forums, targeted products) and incorporates Boomerang for Publishers (a Dart for Publishers add-on) that allows for behavioral targeting of ads across the three sites.

According to GemiusTraffic (an analytics program from Poland's largest web statistics company Gemius S.A.) idg.pl has an average of 1.8 million unique users and approximately 6.5 million page views per month.

For more information, contact Krzysztof Ceglinski at krzysztof_ceglinski@idg.com.pl.

IDG Poland (http://www.idg.pl) was established in 1990. Under **Kazimierz Szot**'s leadership, IDG Poland developed a market-leading portfolio of products in the consumer and enterprise markets, which now number 14 media brands.

"Whilst managing the transformation of print to online, Kazimierz also developed a robust event and conference business, which contribute significantly to the company's overall success," said IDG VP/International Finance **Keith Arnot**. "Over the years, IDG Poland has consistently achieved profit margins amongst the highest at IDG International, and this is a testament to his innovation and drive to succeed. We thank Kazimierz for his great contribution to IDG and wish him all the very best for his future career."

Wtulich

continued from page 1

Wtulich's background includes 17 years of professional work with a number of companies, among them Bertelsmann Media in Poland, where he spent 11 years beginning as marketing director and moving up to deputy general manager and COO. He was involved with print, online and events during his tenure at Bertelsmann, where his achievements included developing revenue streams, increasing the customer base and business process engineering projects. Since 2007, he has served as managing partner at RACI Consulting where he has been helping clients with rebranding, developing an Internet sales channel and improving marketing cost effectiveness.

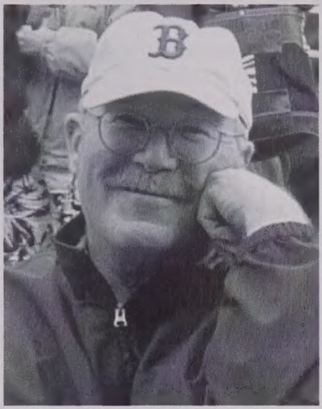
"I'm looking forward to joining IDG, because I've been a big fan of its products and services since the business launch in Poland in 1990," Wtulich said. "Besides technology media leadership, I do appreciate unique IDG corporate culture, which I consider an important factor behind the company's successful development.

Wtulich earned a master's degree in industrial management from Warsaw Technical University and also studied marketing at Warsaw University and finance and accounting at Warsaw School of Economics. A self-described "technology enthusiast," Wtulich enjoys playing Nintendo Wii or and MS Kinect activity games with his two daughters, reading, films and spending time with friends.

Wtulich's new role was announced locally Dec. 16, and he will begin working at IDG Poland on Jan. 10.

In memoriam

On Friday, Dec. 3, longtime Computerworld employee **Tom Monahan** lost his three-year battle with ALS. Tom began his IDG career back in March 1978 as a paste-up artist and spent the next 27 years working his way up the ranks of the art department, ultimately becoming director of online and design before leaving the company in November 2004.



***Tom Monahan** at a Red Sox game in April 2008.*

Over the years, Tom's keen sense of humor, quick wit and genuine concern for those around him, earned him a large and loyal circle of friends.

"Tom was truly one of the most uniquely terrific and interesting people I have ever known," said **Bill Laberis**, social media manager, IDG Custom Solutions Group, who previously served many years as editor-in-chief of Computerworld. "Tom engaged life on so many different levels and always did so with his characteristic intelligence, passion, great humor, and love. He had the permanent twinkle in his eye of a kid who'd put a whoopee cushion on the teacher's chair, just to entertain everyone. As John Donne wrote in For Whom the Bell Tolls, 'each man's death diminishes me, for I am involved in mankind.' We are all diminished by Tom's passing because he was such a part of everyone who knew him."

*When IDG Chairman **Pat McGovern**, in accordance with long-standing tradition, invited **Tom Monahan** and a small group of colleagues to lunch at Boston's Ritz-Carlton in honor of their 10th anniversaries with the company, all but one accepted the offer of a limousine ride to the upscale restaurant. Tom held out for lunch at the Chinese restaurant downstairs from the company's old offices where he had begun his IDG career. McGovern agreed and the pair took a cab.*

"Tom was a great friend and mentor to me over the years, and always a delightfully disruptive presence in any meeting," said CIO's Editor-in-chief **Maryfran Johnson**, who worked with Tom for 15 years at Computerworld. "He was the first person to explain to me what the 'mouth brain' was. If you've ever spoken without thinking first, you've experienced it!

"Tom introduced the Computerworld staff to the joys of Myers-Briggs personality testing," Johnson recalled, "and soon the whole editorial staff knew each other's personality types. He loved figuring out what made people tick, and as the world's biggest extrovert, he also liked to think he was the boss of everything," she said fondly. "You couldn't be in a room with Tom without connecting with him."

In 2004, then-Computerworld Design Director **Stephanie Faucher**, responding to a question in World Update regarding the person from whom she'd learned the most about leadership, cited her long-time manager. "Tom has been a great mentor and friend. I was such a young kid when I started out; his leadership has helped me in a multitude of ways over the years. His patience, encouragement, honesty, humility, and dedication to excellence are just a few of the qualities I have tried to learn from and use in my own leadership role."

Tom was married to IDG Enterprise Executive Director Art & Design **Mary Lester**, whom he met shortly after she joined the company as CIO's first art director in 1987. Ten years later, the pair began dating; they married on Nov. 4, 2007, one month after Tom's diagnosis.

After leaving Computerworld, Tom turned his talents to furniture design, graduating from Boston's North Bennet Street School program in cabinet and furniture making. (You can see some of his pieces at www.tommonahanfurniture.com.) He was also an avid sailor, bluegrass guitar player and songwriter. He was proud to be the self-appointed "Chairman for Life" of the Manic Mountain Boys, a long-time group of bluegrass musicians, campers and friends.

In lieu of flowers, anyone wishing to can make a donation in Tom's memory to Compassionate Care, ALS at www.ccals.org, an organization devoted to providing education and support to those with ALS.

Coming up

CIO Perspectives Dallas
A CXO Media event
Feb. 16
Dallas, TX

Macworld Mobile at Mobile World Congress
An IDG World Expo event
Feb. 17
Barcelona
www.mobileworldcongress.com

Premier 100 IT Leaders Conference
A Computerworld event
March 6-8, 2011
Palm Desert, CA

IDC's Directions 2011
Creating the Global Intelligent Economy: Social, Mobile and Virtual Conference
March 9, Boston
March 15, San Jose, Calif.
www.idc.com/Directions11

noteworthy people

New employees

Neidlinger

Amy Neidlinger is **Computerworld**'s new online director, coming from UBM TechWeb where she was national account manager for Information Week. She holds a B.A. in fine arts from St. Lawrence University in Canton, N.Y., and enjoys shopping, museums as well as crafting. "I build furniture, sew pillows and curtains, paint and do basically anything that allows me to exercise my fine arts background." *amy_neidlinger@computerworld.com*

IDG WORLD UPDATE

Currier

Rick Currier joins **IDG Tech Network**'s San Francisco office as an account director; he was previously a senior account manager with Tech Target. A graduate of Loyola University in New Orleans, he holds a B.S. in business administration. In his free time he enjoys sailing, triathlons, hunting and snowboarding. *rick_currier@idgtechnet.com*

Oh

IDG TechNetwork's New York office welcomes Director of Advertising Operations **Soo Jin Oh**, who recently held the same post at Dogtime Media. She has a B.A. in American Studies, with a focus on American business and globalization, from the University of California/Berkeley. Soo Jin makes time for running, and maintaining saltwater nano reef tanks. *soojin_oh@idgtechnet.com.*

Michael Ansaldo joins **PC-World | Macworld** as content manager for the company's Content Works custom publishing group. Previously Michael served as custom publications manager for the San Francisco Chronicle. A graduate of San Francisco State University where he earned a degree in journalism, Michael enjoys reading, music and fitness. *mansaldo@pcworld.com*

PETER SHORT

Chuang

Dean Chuang joins the **IDC Energy Insights**' Trackers team as a senior research analyst. He was previously a research associate at Collaborative Economics. Dean has an A.B. in economics , and certificates in political economy and environmental studies, from Princeton University. Outside the office he enjoys cooking, swimming, cycling and reading. *dchuang@idc.com.*

Mitchell

Formerly an account manager with Horizon Technology, **David Mitchell** joins the **CIO Executive Council** as an account executive. Earlier in his career, while at Capital One, he received 18 consecutive Sales Master awards and was a four-time President's Club winner. Dave studied criminal justice at Westfield (Mass.) State College and spends his off hours golfing, fishing and traveling. *dmitchell@cio.com*

Badawi

Bash Badawi has been named director, Health and Government Insights, based at IDC Singapore and reporting to **Cort Isernhagen**. He has more than 20 years of technology and consulting experience, having led implementations of high profile public sector projects such as tax and e-Government modernization and improving healthcare services through electronic patient/insurance electronic data gateways. Bash has a bachelor's degree in computer science and math from the University of Alabama, and is finishing a master's degree this year in business economics and policy management from the University of Strathclyde in Glasgow, Scotland. He enjoys watching American football — especially Alabama's Crimson Tide — and reading, especially on the beach. *bbadawi@idc.com*

Returning employees

Zoë Crowder has signed on as a consulting sales director at **IDC**, based in San Mateo, Calif. She previously worked for IDC from 1996-1999 in CIS and consulting sales. During her most recent job as enterprise account director at Marketbright, Inc., Zoë closed the largest deal in the company's history, which helped secure its initial round of funding. She has a B.A. in psychology, with a minor in theater arts, from Occidental College in Los Angeles. She enjoys hiking, skiing, music and "anything my six- and eight-year-old daughters like to do." *zcrowder@idc.com.*

All business units may send information about promotions, new employees, returning employee, transfers and employee awards to world_update@idg.com

New IDG Central content includes IDG presentation templates, Webinar on Foursquare, and more

Go to www.idgcentral.com for a variety of new content, including the following:

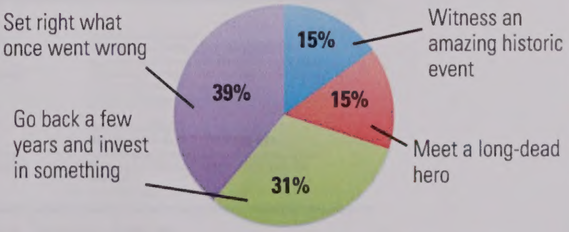
IDG presentation templates. Choose from three new Powerpoint templates that incorporate designs used in the 2011 IDG Media Kit. Go to the Resources link on the home page, then Corporate Communications and IDG Presentation Templates.

Foursquare: How Gelocation Changes the International Marketing Landscape. This webinar, led by Frank Cutitta, explores the principles and psychology of geolocation and offers a look at how these applications will be integrated into business and consumer marketing strategies around the world. Go to the Resources link on the home page, then IDG Training & Development, and choose Foursquare within Podcasts & Webcasts.

Social Tech Video: View proceedings from this a conference with dozens of high-tech B2B social media marketing experts, including two IDG speakers, who showcased real-life social media marketing programs. Click on the link on the IDG Central home page, or find it in the IDG Knowledge Exchange.

Question of the Week results for Dec. 13

Given one free trip to the past in a time machine, I would...



Log on to www.idgcentral.com to vote on this week's question:
What's tops on your holiday tech wish list?

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Sagrario Fernandez Martin *IDG Spain*

18

Maryfran Johnson *IDG Enterprise*
Wieslaw Pawlowicz *IDG Poland*
Malgorzata Chwaszczewska *IDG Poland*

13

Hyun-Ju Kim *IDC Korea*
Frederick Broussard *IDC*

11

Michael England *PCWorld*
Lisa Desmarais *IDG Enterprise*
Suzanne McMillen *IDG Enterprise*
Mike Guerin *IDG Enterprise*

10

Sean Greathouse *PCWorld*
György Dragon *IDG Hungary*
May Fung *IDC Hong Kong*
Beata Nowicka *IDG Poland*

9

Helen Flagg *IDG List Services*

8

Sui Mak *GamePro*
Kathy Rebello *PCWorld*
Sarah Reagan *IDG Enterprise*

6

Daniel DeMao *IDC*
Nicholas Bisconti *IDC*

5

Joyce Carptenter *Computerworld*
Attaphon Satidkanitkul *IDC Thailand*
Nandish Hoothagere *IDC Center for Consultancy and Research/India*
Yasushi Okawa *IDG Japan*
Lotta Nylund *IDG Sweden*

4

Robert Cardin *PCWorld*
Kathy Sullaway *CXO Media*
Eileen Smith *IDG*
Jonathan Brodkin *Network World*
Graeme Wong *IDC Hong Kong*
Manjunath Siddaiah *IDC Center for Consultancy and Research/India*

3

Barbara Krasnoff *Computerworld*
Debra Bulkeley *IDG Enterprise*
Presh Costales *IDG Enterprise*

2

Thomas Friedl *IDG Germany*
Vanessa McCarthy *CXO Media*
Kristin Dacey *IDG World Expo*
Malabika Ghosh *IDC Center for Consultancy and Research/India*

1

Jason Cross *PCWorld*
Kristin Jeannotte *IDG Enterprise*
Andrew Palmero *IDG Enterprise*
Chris Beaman *IDG Enterprise*

Awards

continued from page 1

IDG Hungary, Gamestar Online — 238%

Highest percentage increase in revenue per visit

Winner: Computerworld U.S. — 271%
Runners-up:
IDG Spain, Online — 199%
IDG Australia, TechWorld online — 129%
IDG Netherlands (Zoom online): 107%

Highest percentage increase in registered users on a website

Winner: Germany, PC Welt online — 147%
Runners-up:
IDG Australia, TechWorld online — 122%
IDG U.K., MacVideo online — 98%
IDG Spain, CSO Spain online — 93%

PCWELT

Highest percentage increase in event revenue

Winner: Norway — 89.3%
Runners-up:
IDG Australia — 55.1%
IDG CXO Media, U.S. — 45.7%
IDG India — 26.6%

Best new event launch

Winner: U.S. IDC and IDG Enterprise: Cloud Leadership Forum
Revenue — $866,609
Profit margin — 67.2%

CLOUD LEADERSHIP FORUM
Produced by IDC & IDG Enterprise

Highest increase in a business unit's event profit margin

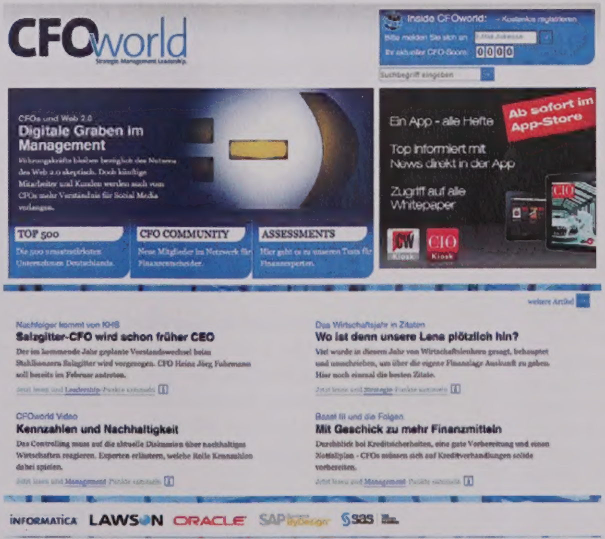
Winner: IDG Spain — 16.1%
Runners-up:
IDG India — 15.5%
IDG Germany — 6.0%
IDG Sweden — 2.5%

Manuel Pastor, *country manager, IDG Spain*

Best new website launch

Winner: IDG Germany, CFOworld.de
Revenue — $608,000
Profit margin — 9.3%

WU



CFOs und Web 2.0

Digitale Graben im Management

Führungskräfte bleiben bezüglich des Nutzens des Web 2.0 skeptisch. Doch künftige Mitarbeiter und Kunden werden auch vom CFOs mehr Verständnis für Social Media verlangen.

Nachfolger kommt von KHS

Salzgitter-CFO wird schon früher CEO

Der im kommende Jahr geplante Vorstandswechsel beim Stahlkonzern Salzgitter wird vorgezogen. CFO Heinz Jörg Fuhrmann soll bereits im Februar antreten.

Das Wirtschaftsjahr in Zitaten

Wo ist denn unsere Lena plötzlich hin?

Viel wurde in diesem Jahr von Wirtschaftslenkern gesagt, behauptet und umschrieben, um über die eigene Finanzlage Auskunft zu geben. Hier noch einmal die besten Zitate.

CFOworld Video

Kennzahlen und Nachhaltigkeit

Das Controlling muss auf die aktuelle Diskussion über nachhaltiges Wirtschaften reagieren. Experten erläutern, welche Rolle Kennzahlen dabei spielen.

Basel III und die Folgen

Mit Geschick zu mehr Finanzmitteln

Durchblick bei Kreditsicherheiten, eine gute Vorbereitung und einen Notfallplan - CFOs müssen sich auf Kreditverhandlungen solide vorbereiten.

CFOworld
Strategic Management Leadership
Inside CFOworld:
Kostenlos registrieren
Bitte melden Sie sich an
Ihr aktueller CFO-Score
0000
Suchbegriff eingeben
Ein App - alle Hefte
Ab sofort im App-Store
Top informiert mit News direkt in der App
Zugriff auf alle Whitepaper
CW Kiosk
CIO Kiosk
TOP 500
Die 500 umsatzstärksten Unternehmen Deutschlands.
CFO COMMUNITY
Neue Mitglieder im Netzwerk für Finanzentscheider.
ASSESSMENTS
Hier geht es zu unseren Tests für Finanzexperten.
weitere Artikel
INFORMATICA
LAWSON
ORACLE
SAP
SAS

IDG Germany's CFOWorld.de gained strong initial support from Oracle, which has been supplemented by other industry leaders.

celebrating 10!

Name
Ian Sharp

Home
Sydney, Australia

Joined IDG
April 1998 as a photographer.

Current title
Media producer, I am the company's photographer, video and podcast producer.

Job perk
Lunch at some of Sydney's top restaurants when we host roundtables

What's kept you at IDG for 10 years?
It's just a great place to work.

What I'm doing to be a better employee
Training

Interests outside the office
Soccer, rugby league, cooking, gardening

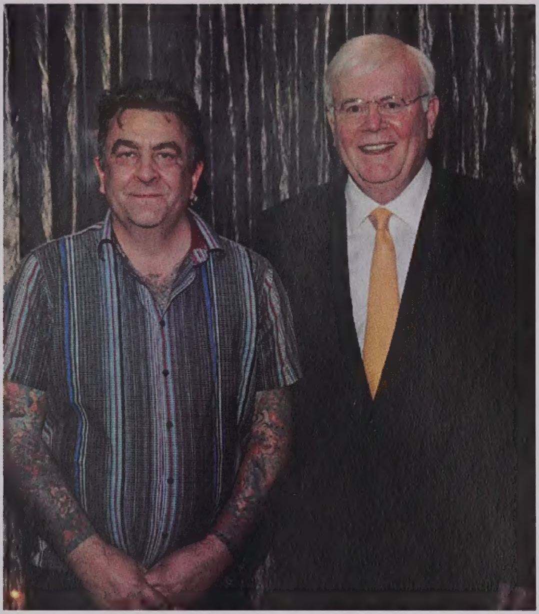
Dream destination
Las Vegas

First job?
Chef (The Caremont Club, Berkeley Square, London)

What it taught you?
How to work hard

Your idea of a perfect day alone
A good book and a good Bloody Mary or three.

Favorite celebrity encounter
David Beckham. We covered him promoting Vodafone at a mobile phone shop in Sydney. I found it amusing to be jostling with the paparazzi to photograph a man holding a mobile phone and saying things like "Well, it's good for texting the wife, innit?"



*IDG Australia's **Ian Sharp** was the guest of IDG Chairman **Pat McGovern** at a dinner honoring his 10 years of service to IDG.*

Your last meal would be
Roasted free-range duck breast, turnip gratin, caramelized chicory, orange curd, jasmine tea sauce.

Favorite vacation spot?
The Great Barrier Reef in North Queensland.

Manager's profile
"Need some product shots or pictures to complement an editorial piece, a podcast, a custom video or how about a banner ad or web graphic? Ian Sharp is your man. Ian started at IDG as in-house photographer shooting on film but over the 10-plus years he has worked at IDG he has expanded his portfolio of skills to encompass a whole range of new digital media. Ian consistently produces a very high standard of work across his diverse skill set. And his cheeky good nature around the office will often bring a laugh to the work environment."

— Andrew Glassock, manager, Information Systems

Tips on how to make the most of the new features on www.idgcentral.com

Check out the latest company information and employee resources on IDG's intranet. Do you need a password or did you forget yours? Go to www.idgcentral.com and follow the prompts.

Include a photo and custom information in your profile
Click on the My Profile link on the home page. In the box with your contact information, click on Edit Profile. In the General tab, click on "Click to Upload your Avatar." Be sure to indicate your time zone before you hit Save.

Make a post in the social media feed
On the home page of IDG Central there is an area called 'What are you working on?" — similar to a Facebook activity stream. See what others have written and type a sentence or two.

Invite colleague to be part of your network
Go to the IDG Directory. Search for a colleague, and when the name comes up, click Add as Colleague. The person you selected will receive an e-mail notice that they have a Colleague Request, with a link to their My Profile page. On that page, they can look at the colleague link on the right to see the request

Join a group
Join IDG Mobile Hub or Social Media World, post a comment, and see what hot topics are being discussed. Want to make a new group? Write to idgcentral@idg.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Patricia Chisholm *IDG Enterprise*
Frank Gens *IDC*
Mathew Heath *IDC U.K.*
Krzysztof Pietrzak *IDG Poland*
Danielle Williams *IDC Nordic*

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International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

27 DECEMBER 2010
VOLUME 40, NUMBER 44

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDGSN CEO Pete Longo named Entrepreneur of the Year

IDG Syndication and Networks CEO **Peter Longo** is the winner of this year's Entrepreneur of the Year Award.

Based in New York City, IDG Syndication and Networks' flagship product is the IDG TechNetwork, an ad network comprising 275 premium publisher sites.

In making the announcement, IDG Chairman **Pat McGovern** noted that the IDG TechNetwork, which Longo's team launched in 2008, is "a remarkable innovation that differentiates IDG from its many media industry competitors."

Longo

Revenue from the IDG Tech Network grew 359% in FY10, "an outstanding achievement," McGovern noted, adding that in the same year, IDGTN profits grew by $2 million.

McGovern praised the executive team that Longo recruited to the company as well as his team's efforts to support the international expansion of the IDG TechNetwork to countries including the U.K., Germany, Spain, India and Australia.

"The members of the IDG Management Team are very proud of Peter and his outstanding entrepreneurial accomplishments," McGovern said.

IDG TechNetwork distinguishes itself by offering scale, performance and quality across 52 vertical channels. It features highly targeted tech categories across enterprise IT, technology enthusiast and gaming.

Write to peter_longo@idgtechnet.com.

Chairman's greetings

IDG Chairman **Pat McGovern** offers holiday wishes and a quick recap of IDG's FY10 performance in this three-and-a-half-minute video on IDG Central. Click on the link in the Picture of the Day section on the home page.

IDG editors weigh in with their picks for top IT story of 2010

IDG World Update asked editors worldwide to nominate their choices for the top IT story for 2010. As you might guess, Apple's introduction of its iPad tablet ranks high on many editors' lists, but it is joined by a far-ranging array of other newsworthy developments whose impacts are likely to be felt well into the new year.

Betts

The "consumerization" of enterprise IT. Smart phones, social networking and USB flash drives are transforming what was once the tightly controlled enterprise IT environment. Now, some companies are buying hundreds or even thousands of iPads. Faced with this influx of consumer technology, IT departments just have to deal with it, integrate it, try to secure it and hope it provides business benefits. Plus, employees have new expectations: Now they expect to be able to use all these consumer technologies in the workplace, and they expect corporate applications to be as easy to use as Web 2.0 applications.

— Mitch Betts, executive editor, Computerworld U.S.

Gruman

The rabid, rapid adoption by enterprises of the iPad and the equally swift shift from BlackBerry to iPhones and Androids by even security-concerned major banks signals what to me is a large issue: a sea change in the enterprise approach to the devices and ultimately the services and apps they use. Heterogeneity is in, with user-supplied or -specified devices (computers, smart phones and tablets) becoming increasingly the norm for knowledge workers. IT just can't afford — and management doesn't see the point of — managing and deploying all these devices itself. As part of that "let the endpoints go" phenomenon, you're finally seeing the enterprise looking to drop the fat, expensive, complex effort to support the Microsoft Office suite from their organizations in favor

continued on page 3

Inside this issue

GamePro uses reader survey results to open sales doors *page 2*

China Computerworld marks 30 years of tech publishing *page 5*

IT World Canada employee creates tolerance through social media *page 6*

Celebrating 10: IDG Australia's Amanda Conroy *page 8*

GamePro uses reader survey results to open sales doors

Survey yields "juicy data points"

When fielding a study like this GamePro VP, Sales **Brent Martyn** said GamePro wanted to make sure "we got the basics covered, but we also want to get some juicy data points that our clients will want to see." To that end, the study focused on the following three areas of growing interest:

The casual games space. GamePro wanted to understand how much mindshare was being lost to browser-based games among its core audience," Martyn said. "We found was a significant percentage of our audience is spending good chunks of time playing these casual games, more time, in fact, than both handheld and mobile phone games."

3D gaming. "The vast majority" are interested in 3D games "but they want them on their terms," Martyn said. For example, they want to be able to turn 3D on and off because they are worried about eye strain and not being able to play as long. They want games that are made specifically for 3D, not older titles repurposed into 3D. They want 3D gaming to not require glasses so that other people in the room can watch while they play. The majority also expect to pay more for a 3D game.

Motion gaming. Martyn said they wanted to find out if core gamers really want this technology. Playstation Move and Microsoft's Kinect were only on the horizon at the time of the survey. "We were curious how core gamers were going to receive these new technologies. Our research showed there was greater affinity toward the Playstation Move because the software lineup seemed geared more toward core-gamer genre preferences." He added that GamePro found that both systems were cost-prohibitive to core gamers and that many were taking a wait-and-see approach.

In conjunction with its partner site The Escapist (www.escapistmagazine.com), GamePro has incorporated the research from its latest user survey into its standard sales pitch, highlighting the benefits that GamePro and The Escapist can offer marketers. The survey, completed in September, took a look at the gaming and buying habits of its core audience, as well as asked its opinions on new industry trends such as social and mobile gaming, 3D gaming and motion control gaming tools.

"We've run similar surveys in the past," said GamePro VP, Sales **Brent Martyn**, "and we were due for a refresh on the user data since our last study had been about a year ago. And the timing of our newly formed partnership with The Escapist [see sidebar below] was such that having them mirror the study among its audience allowed for a comparative data set that we could take into the field."

Martyn said the research proves to advertisers that GamePro has "a great understanding of our industry, of the topics our clients want to learn more about and, most importantly, of who our audience is."

That audience, Martyn said, runs the gaming gamut. GamePro magazine's audience skews older, with an average age of 29, while www.gamepro.com's audience averages 23. "This most likely speaks to media habits more than actual core gamers," Martyn said. "Seventy-four percent of our audience is in the 18-to-34 sweet spot, and 81% is over the age of 18." He added that these age statistics are "vitally important to us" as the bulk of advertising dollars spent with GamePro center around Mature-rated game titles, which require the majority of GamePro's audience to be over 18 years of age.

The study was based on 2,800 completed surveys by visitors of both sites. GamePro ran banner ads, mentioned the survey in its daily online news feed, in its forums and through Twitter and Facebook. "The incentive was a chance for a reader at each site to win $300," Martyn said.

Many of the questions GamePro asked centered around its audience's gaming and purchasing habits, Martyn said — "what sort of platforms they play games on, the types of genres they play, the number of hours spent gaming across various platforms, etc."

Martyn said a bonus statistic they discovered came in the more generic area of gaming on Apple's iOS platforms. "Our audience grew 15% year over year in this category, which is a gigantic leap and shows that iPhone gaming is a major contender in the handheld marketplace," he said.

Martyn said that in sales pitches, GamePro representatives are highlighting the strengths of marketing to their core audience using statistics from the survey. "Where this new batch of research comes in handy is booking client meetings and getting great attendance. Saying that we have updated stats on our audience will get some folks in the room, but saying that we have research on 3D gaming and the impact of Web-based social games tends to draw a much larger crowd," Martyn said.

Based on the new survey statistics, the sales pitch has had "tremendous success" in the marketplace, according to Martyn. "On the one hand we are introducing our new partnership with The Escapist and the many different ways both of our businesses can help elevate a brand to our audience. On the other, we are defining this audience in tangible ways that place our properties within a premium sphere of influence and sharing actionable trends within the gaming marketplace. Both elements have opened new doors for us and closed new business, which is exactly the sort of reaction we were hoping for."

GamePro's reader survey showed most respondents are interested in 3D games but on their specific terms. For example, they prefer 3D gaming to not require glasses so that other people in the room can watch while they play.

Contact Brent Martyn at bmartyn@gamepro.com. WU

GamePro and The Escapist build complementary partnership

Earlier this year GamePro established a partnership with The Escapist, a leading video gaming destination with editorial content, video shorts, forums and numerous social media elements.

"It was a way to greatly increase our online reach while providing our clients with additional premium content for their advertising," said **Brent Martyn**, GamePro VP, Sales. "While both sites have extensive written content, GamePro leans toward traditional news, reviews and features, while The Escapist focuses on video production and original video series, with over 8 million monthly video streams monthly. Together, GamePro and Escapist offer a premium content, audience and online experience that commands a premium dollar from our advertising partners. Our combined strengths have been well received among clients and has already garnered new business for us."

He noted that The Escapist and GamePro are "really well-matched" in terms of offerings and the duplication between the sites is only 5%, according to comScore.

IT story of the year

continued from page 1

of leaner, cheaper Google Docs. This will affect security (for the better, as there's less of a monoculture to attack), app dev (device and OS can't be assumed) and productivity (users can now use the tools that fit them best, as a carpenter or chef does).

— Galen Gruman, executive editor, InfoWorld

Snell

The iPad. First there was the massive speculation about what Apple's new device would be. Whole product lines were announced at CES [Consumer Electronics Show] based on nothing but rumor. Once the iPad announcement happened, most of those CES products were scrapped or retooled. And when the iPad arrived in April it became an unexpected hit. Microsoft tried to ignite the tablet market for 10 years via Windows and failed. Apple gave it a swing with the iPad and hit it out of the park. In 2011, the tablet market will be enormous, with plenty of competition from Android, RIM and HP/Palm. Tablets may even usurp the PC's role in the lives of most regular people. That all started in 2010, with the iPad.

— Jason Snell, VP/editorial director, Macworld

We shortlisted the iPad and the next wave of tablet devices as an important trend in 2010, as well as the widespread adoption of mobile connectivity — through phones, tablets, mobile broadband modems for notebooks. On the games front 3D gaming (and 3D in general) as well as the continued rise of motion-based gaming (Kinect, etc.) was definitely a 'trending topic' for 2010. In the digital camera space the interchangeable lens camera market saw more models being released this year, featuring sensors as large as those found on mainstream digital-SLR cameras, but in a smaller form factor.

Conroy

— Amanda Conroy, editorial director, Australian PC World, Gamepro and GoodGearGuide

I think by far the biggest and most important story in IT and beyond in 2010 is the Wiki-Leaks drama. This is an issue that doesn't just touch on technology and security issues but also on the ability of media organizations to openly disseminate information without reprisal from governments and businesses. If MasterCard, Visa, PayPal and Amazon can be coerced to halt services to a media organization such as WikiLeaks, why won't those same steps be taken against the New York Times, which released the same information as WikiLeaks? What if the government was able to shut down the New York Times' printing presses when it released the Pentagon Papers in 1971? Protecting the press's first amendment right to publish information significant to the people's understanding of their government's policy is a critical element of a free and open democracy.

Carlson

— Brian Carlson, editorial director/editor-in-chief, CIO.com

Computerworld's news editors and I considered your question, and our assessment is that Apple's iPad was the biggest story of the year, with important ramifications for both consumers and IT professionals. iPad, along with similar competitors, exemplifies the rapid consumerization of IT, the trend toward the merging of our work and personal lives, the rampant rise of lightweight and cloud-served apps and very likely the beginning of the gradual end of desktop and laptop PCs.

Finnie

— Scot Finnie, editor-in-chief, Computerworld

Sanders

I would have to go with the launch of the iPad. Even though it may seem like a consumer device, it will also have a huge impact on enterprise IT and is a very clear example of the trend toward the consumerization of IT, suggesting that innovations in enterprise IT will increasingly be driven by consumer trends. This forces the IT department to model itself more as a service department that is able to respond to outside events rather than drive its own agenda. From a publisher's point of view, we have never seen a device grab such a large share of page views on our websites in such a short time.

— Tom Sanders, group editor-in-chief, Business Media, IDG Netherlands

Stuxnet — obviously I'm going to pick a security issue! Stuxnet is a worm that specifically aims to control/alter SCADA systems, which manage industrial processes in places such as manufacturing facilities and power plants. You have to have reasonably sophisticated knowledge of those kinds of systems to try to hack them. This is not a generic piece of

continued on page 4

IT story of the year

continued from page 3

Slater

malware aimed at granny's Windows PC. It's been speculated that Stuxnet was created "with nation-state support" (Kaspersky Labs) and provides a demonstration of how powerful malware could be aimed at a target nation's critical infrastructure. In prior years, anyone who tried to issue a warning about the vulnerability of industrial control systems was widely dismissed as crying wolf. Stuxnet changed the game (I hope).

— Derek Slater, editor-in-chief, CSO

Agrén

Wikileaks, of course, and the apparent trend that the world has become more global than ever. Although Wikileaks is thought to be a threat to governments and individuals, it's still an interesting example of what we'll have to deal with in the future. The openness and availability of the Internet has its clear challenges!

— Fredrik Agrén, group publisher, IDG Sweden

Dix

The most significant development of the year from our viewpoint revolves around how the big guns are assembling computer/network/storage assets for virtualized cloud environments. Cisco charged into computing in 2009 with the introduction of its Unified Computing System, saying integrating switching changes the blade server/cloud game, and others have been busy reacting to that gambit. For example, IBM recently reentered the network market with the acquisition of Blade Networks, HP acquired 3Com in late 2009 and Dell just hired a former Cisco executive to head its net division. All the big shops are aligning around the idea that the future is about highly virtualized, tightly integrated compute/storage/network assets that deliver an elastic IT fabric that can meet the demands of the agile enterprise. This will play out through 2011 and beyond.

—John Dix, editor-in-chief, Network World

Mandrik

When choosing with my head, I'd say cloud computing, which was below the spotlight this year, is the technology (or, more precisely, a group of technologies) that will probably bring the biggest changes to IT. The cloud changes management of IT, and it can bring real IT as a service. But it is hardly a new concept; the ideas behind it have been discussed for long time. When choosing with my heart, it is definitely the Kindle 3 from Amazon. It is hard to say it would change the IT industry, but it will definitely change our daily lives. In Europe (and especially in Czech Republic) the position of e-books is still weak, but Kindle 3 will change that. It is widely discussed, as it is small, lightweight, can work for three weeks without recharging, has a very good e-Ink display and it is priced right. Even the people who have never thought about going from paper to e-paper are changing their minds. For me it has replaced paper books, and as it is very convenient to carry and is able to connect to the Web, so it sometimes works as the right IT device for me as well.

— Petr Mandik, editor-in-chief, Czech Computerworld

Herranz

I would say that 2010 is the year of the social network. Twitter and Facebook are increasing their popularity, and everyone and every business must have presence on these sites. Also in Spain, Telefonica (the main telecom operator) has bought Tuenti, a Spanish social network similar to Facebook and very popular among young people (around 20 years old). In fact, its name — tuenti — is the Spanish phonetic for "20."

— Aranxta Herranz, editor-in-chief, PC World Spain

Heichler

For a breaking news story that had that it all — scandal! sex! the top global IT company! Larry Ellison sniping from the sidelines! — you can't top Mark Hurd's departure in disgrace from Hewlett-Packard. As a cost-cutting, reorganizing CEO and chairman, Hurd had pushed past IBM to make HP the No. 1 enterprise IT vendor in the industry, but he left abruptly in early August when a board investigation into sexual harrassment allegations and expense account improprieties came to light. A month after leaving HP, he surfaced at Oracle in the co-president job — working for his buddy Larry Ellison, who had famously reacted to Hurd's dismissal with an e-mail to the New York Times that said, "The HP board just made the worst personnel decision since the idiots on the Apple board fired Steve Jobs many years ago."

— Elizabeth Heichler, editor-in-chief, IDG News Service

continued on page 5

China Computerworld marks 30 years of tech publishing

China Computerworld celebrated its 30th anniversary at a gala event in Beijing on Nov. 21 with more than 500 attendees.

In 1980, IDG became the first foreign company of any kind to establish a joint-venture agreement in China. Today, China Computerworld's parent company — now widely known as China Computerworld Media Group, though its registered name of China Computerworld Publishing and Servicing Company is still used formally — also produces CEOCIO, China Network World, Computer Fan and PC World China.

IDG also has five other tech brands as part of its tech portfolio through IDG publishing agreements with other organizations in China.

计世传媒中美双方股东

*IDG Chairman **Pat McGovern** and Ms. **Ying Li**, chairman of the CCW Board, signed a new 10-year cooperation agreement.*

计世传媒
1980-2010
30

***Pat McGovern** presents a signed scroll to **Ying Li**, while IDG China Chairman **Hugo Shong** looks on.*

continued from page 4

To me the big story is the meteoric rise of SaaS [software as a service]. Salesforce nearly doubled its revenue year over year. Google release a beta of Chrome OS, and its Google Apps suite earned more serious consideration than ever before. SAP and even latecomer Oracle both have SaaS offerings plus major SaaS initiatives under way. And Intuit has quietly evolved into a company that enjoys $1 billion in SaaS revenue serving individual and small business tax and accounting needs.

Knorr

But the biggest news of all is Microsoft Office 365, now in beta, which for the first time will wrap together a locally installed version of Office with Microsoft-hosted Exchange, SharePoint, and Lynx (formerly Office Communications) servers for a single per-user subscription rate. When Office 365 is ready in 2011, you'll even be able to opt for a version that includes Office Web Apps and no locally installed version of Office whatsoever — a 100% SaaS solution. Microsoft is making good on its threat to go "all in" on the cloud.

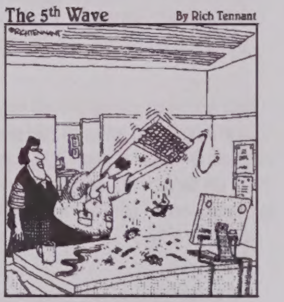
— Eric Knorr, editor-in-chief, InfoWorld

What do you think?

Do you agree — or disagree? — with any of these IT news story choices? Share your own ideas by posting your thoughts in the comment section of this article on IDG Central.

offline for fun

Thanks to the employees who contributed captions to the most recent cartoon caption contest, which was announced in the Nov. 29 issue of IDG World Update. Winner **Jasper Bakker** will have his choice of a book of Rich Tennant's 5th Wave cartoons or an IDG T-shirt; the honorable mention winners below will also receive a prize.



(winner) "This wouldn't happen with an iPad."
Jasper Bakker *IDG Netherlands*

"What, this? This is nothing. You should see what lives in my laptop."
Jose Crisanto Tano *IDC Philippines*

"Darn it, I just know I dropped some change in here somewhere."
Norris Boothe *GamePro*

Rich Tennant's original caption:
"This should unstick the keys a little."

noteworthy people

New employees

Rulff

Sonja Rulff joins **IDG Business Media** in Munich, Germany, as a project management trainee. She has held previous internships in Germany and Quito, Ecuador, and has studied tourism and event management at Munich's Euro Business College and business management at the U.K.'s University of Sunderland. In her free time she enjoys sports and travel. *srulff@idgbusiness.de*

Rahimi

IDG Business Media has also hired **Hamasa Rahimi** as a marketing specialist trainee. She holds a B.A. in tourism and event management with an emphasis on Asia from Hamburg's University of Applied Sciences. Away from the office she enjoys motorcycling. *hrahimi@idgbusiness.de*

The **CIO Executive Council** has hired **Peter Grow** as an account executive. He was previously a senior clinical consultant with Viacord, selling stem cell preservation services and genetic screening products. A graduate of Boston College, he holds a B.A. in marketing and enjoys sailing, audio technology and collecting vinyl records. *pgrow@cio.com*

Sales Associate **Lisa Gauvin** comes to **Network World** from State Street Corp., where she was a mutual fund accountant. She holds a degree in marketing from Assumption College in Worcester, Mass., and enjoys hiking, swimming and travel. *lgauvin@nww.com*

IDG WORLD UPDATE

Ansaldo

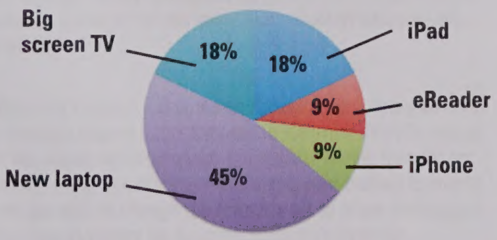
New at **PCWorld | Macworld**'s Content Works is Content Manager **Michael Ansaldo**. He was previously a custom publications manager at the San Francisco Chronicle and holds a B.S. in journalism from San Francisco State University. His hobbies include reading, music and fitness. *mansaldo@pcworld.com*

Dedric Choi is **IDG TechNet**'s new VP, product development, coming from [x+1] where he was VP, media solutions. A graduate of Amherst (Mass.) College, he holds a B.A. in computer science and English. In his free time he enjoys golf, snowboarding, poker and karaoke. *dedric_choi@idgtechnet.com*

Send news about promotions, new or returning employees, transfers and employee awards to world_update@idg.com.

Question of the Week results for Dec. 20

What tops your holiday tech wish list?



Log on to www.idgcentral.com to vote on this week's question:
What will your main New Year's resolution focus on?

"Creating tolerance through social media" yields results

When IT World Canada's new account manager **Atif Malik** submitted his new employee information for IDG World Update's Noteworthy column recently he listed "creating tolerance through social media" as one of his outside interests. Curiosity piqued, the World Update editors asked him about how he does that.

Malik

Malik said that near the end of August he launched a Facebook Event page called Respect The Bible Day, set for Oct. 11, in response to the Florida pastor who tried to organize a Burn The Koran Day on this year's anniversary of the Sept. 11 attacks in the U.S.

"The purpose of launching this page was to create awareness, share knowledge and warn people of the dangers of intolerance," said Toronto-based Malik. "I wanted to make sure that just because a very small group of people were planning to burn the Koran in a publicized event, that it would not encourage people to strike back in a similar fashion or that it wouldn't harden the hearts and minds of people who are already tolerant."

More than 2,300 people joined the Facebook page in its first two weeks. Many of the people who joined came from outside Canada, including the U.S., Europe, the Middle East and South Asia. The attendee list grew rapidly in a short period of time but then saw a sharp decrease in participation after the pastor canceled his plans, "for which we were all relieved," he said. The page has since been taken down.

Malik said Respect The Bible Day was conceived as a one-day event during which he encouraged people to post similar verses from the Bible and the Koran either on the Facebook page or reference the page in their Facebook status on Oct. 11. "The original focus of the Facebook page was to encourage people from all walks of life to study the Bible and other great texts to absorb the knowledge contained within them." He said he also wanted people to know that it's permissible to debate the validity of both texts on a religious level, but "insulting gestures from any group should be avoided."

While Malik's effort was simply to create the Facebook page, he said people who joined it took it upon themselves to write blogs on the event and mention it in their Twitter accounts. The Canadian Broadcasting Corp., which Malik said monitors Facebook and other sites for story ideas, called and asked to interview him on air for CBC News when the Burn The Koran story was a prominent news story. (The interview can be seen at http://tinyurl.com/34ssyof.)

"This event took place completely in the digital world, and I hope it softened the minds and hearts of those who attended. We really got the opportunity to share great information from people with many different religious backgrounds. Everyone shared their opinions, even debated, but, for the most part, it was all conducted in a respectful and educational manner."

Going forward, Malik said he hoped there will not be a need for another Respect The Bible Day event, "as this text is something that should be respected everyday by people who believe or don't believe in it. It has had a tremendous effect on shaping the world we live in today. This is something I wanted Muslims especially to acknowledge, being Muslim myself, in order to encourage them not to spite Christians or Christianity as the vast majority of Christians had nothing to do with Burn The Koran Day — as a matter of fact, the vast majority of Christians around the globe opposed it."

Contact Atif Malik at amalik@itworldcanada.com or http://ca.linkedin.com/pub/atif-malik/15/a11/977.

IDG business units celebrate the season with parties and charity events

LYNN HOLMLUND

*Santa's elves (l-r): **Evelyn Gonzalez**, receptionist; **Cindy Panzera**, senior graphic designer; **Deb Begreen**, director, Events Operations; **Sue Yanovitch**, VP marketing; **Lisa Bolwin**, online account services specialist; **Kyra Albanese**, online account services specialist; **Lynn Holmlund**, marketing and PR manager; **Lauren Costello**, sales associate; **Meg Sullivan**, senior marketing specialist; **Pat Josefek**, editorial office manager.*

As they have for many years, employees at IDG Enterprise participated in a Giving Tree to brighten the Christmas holiday for low-income Framingham-area children served by the South Middlesex Opportunity Council.

*IDG Enterprise Editorial Operations Manager **Cheryl Crivello**, who co-organized the event, IDGE Production Coordinator **Pamela Heylin**, winner of the first round pick; and **Keith Shaw** display some of the items employees could choose from.*

Every year IDG Enterprise Multimedia Content Editor **Keith Shaw** accumulates an array of gadgets and tech toys from vendors hoping to be featured in Network World's annual holiday gift guide. Periodically, he would move his stash of products (those that did not have to be returned to the vendor), to the lunchroom where employees rushed to snatch up the freebies. This year, Shaw decided to change the format a bit to allow colleagues to score some great deals while raising money for Boston's Children's Hospital.

Shaw selected 60 of the most coveted products, all valued at more than $10. All employees wishing to participate made a $10 donation and picked a number determining the order in which they could choose their gadget. The successful event raised more than $600 for Children's Hospital and cleared Shaw's shelf space for next year.

*According to Dutch tradition, each Dec. 5, Sinterklass, elegantly garbed in a bishop's hat and red cape, carrying a jeweled staff and accompanied by his companion Zwarte Piet, arrives in the Netherlands from Spain, bearing gifts and treats for children and their families. At IDG Netherlands, Business Media Editor-in-chief **Tom Sanders** and **Sjors de Haan** from the IT department, did the honors. The pair handed out goodies to colleagues and read a poem written by IDG Netherlands Managing Director **Lennard Hoogenraad** in honor of the occasion.*

*IDG Payroll Administrator **Janet Ward**, Executive Assistant **Michelle Chase** and Accounts Payable Supervisor **Barbara Duphily** helped coordinate IDG Corporate Services' annual Giving Tree. Almost all of the group's 80 employees contributed to making the holidays a little happier for 20 needy children and their families in the Framingham area.*

Staff at IDG Australia made the most of their warm and sunny summer weather by holding their holiday celebration at a harbor-side restaurant on Clontarf Beach Reserve. In addition to delicious food and drink, employees enjoyed a raffle, with prizes donated by PC World test center vendors, and raised more than $1,000 for two local charities.

celebrating 10!

Name
Amanda Conroy

Home
Sydney, Australia

Joined IDG
November 1998, Features Editor Australian PC World

Current title
Editorial Director Consumer Division, managing the editorial team and content across IDG Australia's consumer brands, delivering custom content as well as driving our database activities.

Best part of your job
Seeing all the new gadgets first. Everyone loves to have a look at the new toys that the Test Center plays with!

Job perk
Travel. I have had the opportunity to see some amazing places attending technology events within Australia and overseas.

Latest accomplishment
Being part of the charity drive Dry July challenge (no drinking for the month of July). My team, the "Breakfast Booze Busters," raised AUS$315,346.54 (US$314,000) for cancer research at The Prince of Wales Hospital Foundation, Sydney.

Career highlight
This year PC World took the prize for Best Website at the Consensus IT Writers Awards. We recently scored a podium finish at the prestigious Publishers Australia Excellence Awards with PC World named runner-up for the Website of the Year award.

Memorable work moment?
I was mistaken for the Communication Minister Senator Stephen Conroy's wife at an IT event; obviously we share the same surname. The funny part is that I was seated at Telstra's table (the biggest Australian telco), and Telstra was engaged in a very public slanging match with the minister at the time, so the mistaken identity made me smile. They must have thought I was a government insider or a plant!

What's kept you at IDG for 10 years?
Working with fantastic people who are passionate about what they do and are happy to share their knowledge. I remain in contact with many of the people who I have worked with over the years, as well as having built great friendships with my IDG colleagues here and overseas too. It really is like a family!

View from my work space
Right now jacaranda trees in bloom, boats gracefully gliding over the harbor, as the sun sets in the west. There's always something happening on Sydney Harbor.

Amanda Conroy *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating her 10 years of service to the company.*

One thing you've learned during your tenure at IDG
It's important to make sure there is a good work/life balance for the team I work with and myself. As time and work duties become more pressured, it's vital to create a space to stop, consider and recharge.

What I'm doing to be a better employee
Always looking out for new editorial ideas and opportunities. Taking time to listen and share my knowledge, and keeping my team informed and updated so they can be the best they can be!

Interests outside the office
Tennis, bushwalking, yoga and gardening. Currently I am engrossed in renovating and sprucing up my new home. That's very time consuming!

Dream destination
St. Petersburg and travelling through Russia is high on my to-do list.

First job?
Waitress and kitchen hand at a Chinese restaurant.

What it taught you?
Organization.

Collection
Teapots. They can be a pain to bring back in one piece from my travels!

What others can't tell just by looking at me
I was a flautist in my younger years.

Manager's profile
"Amanda is the backbone of the Consumer Division at IDG Communications. She ensures that we meet the traffic targets of our advertisers on a monthly basis, and her drive to succeed is second to none."

- Paul Marttila, publisher, PC World, GamePro and GoodGearGuide, IDG Australia

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Atif Malik *IT World Canada*
Brent Martyn *GamePro*
Karen Ren *IDG China*
....and all the IT Story of the Year contributors

Best holiday wishes to all of IDG World Update's story contributors and readers over the past year!
-- the Editors

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